

# LIFE

IN THIS ISSUE

*Fall  
Fashions*

SEPTEMBER 22, 1947

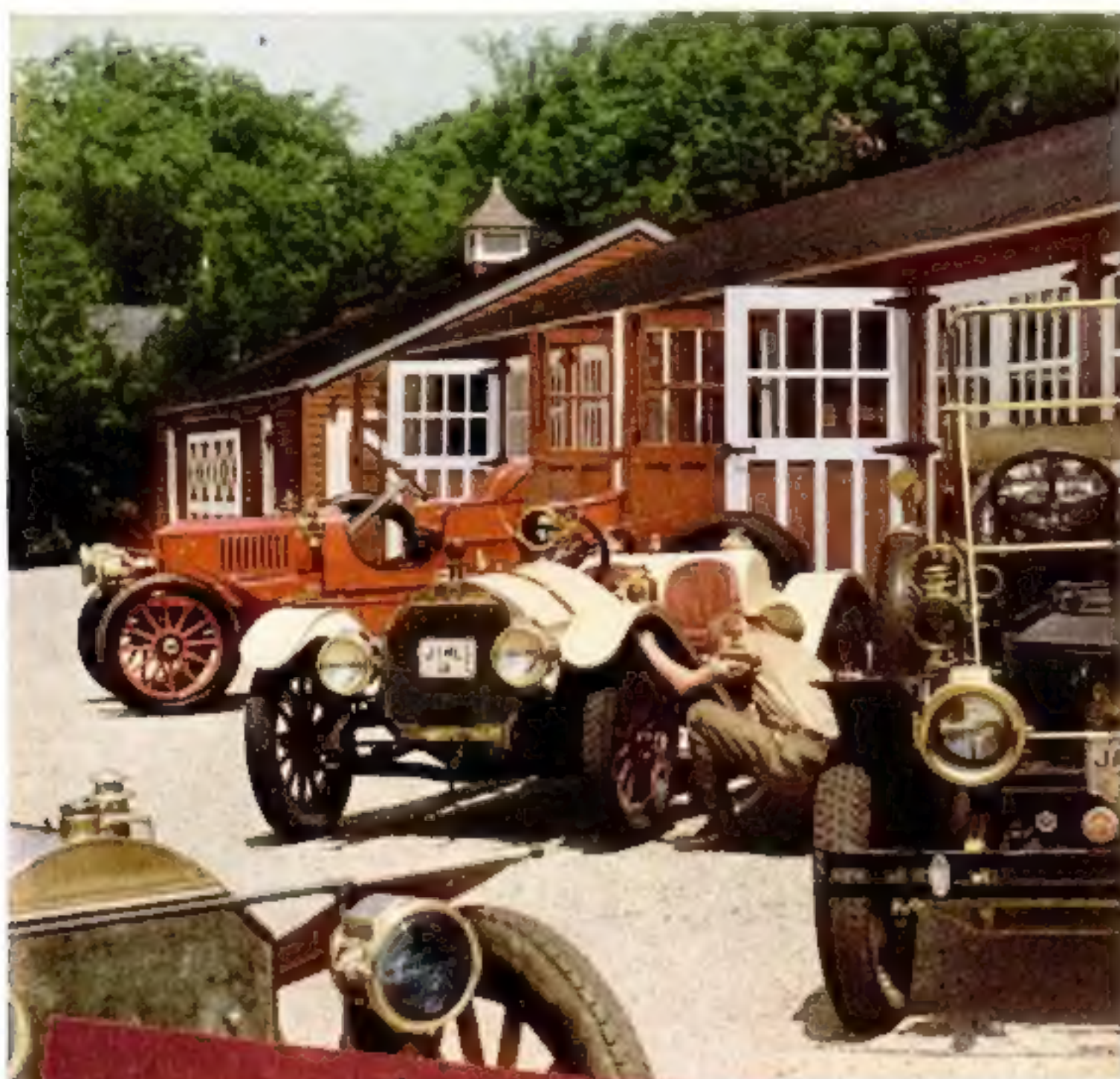
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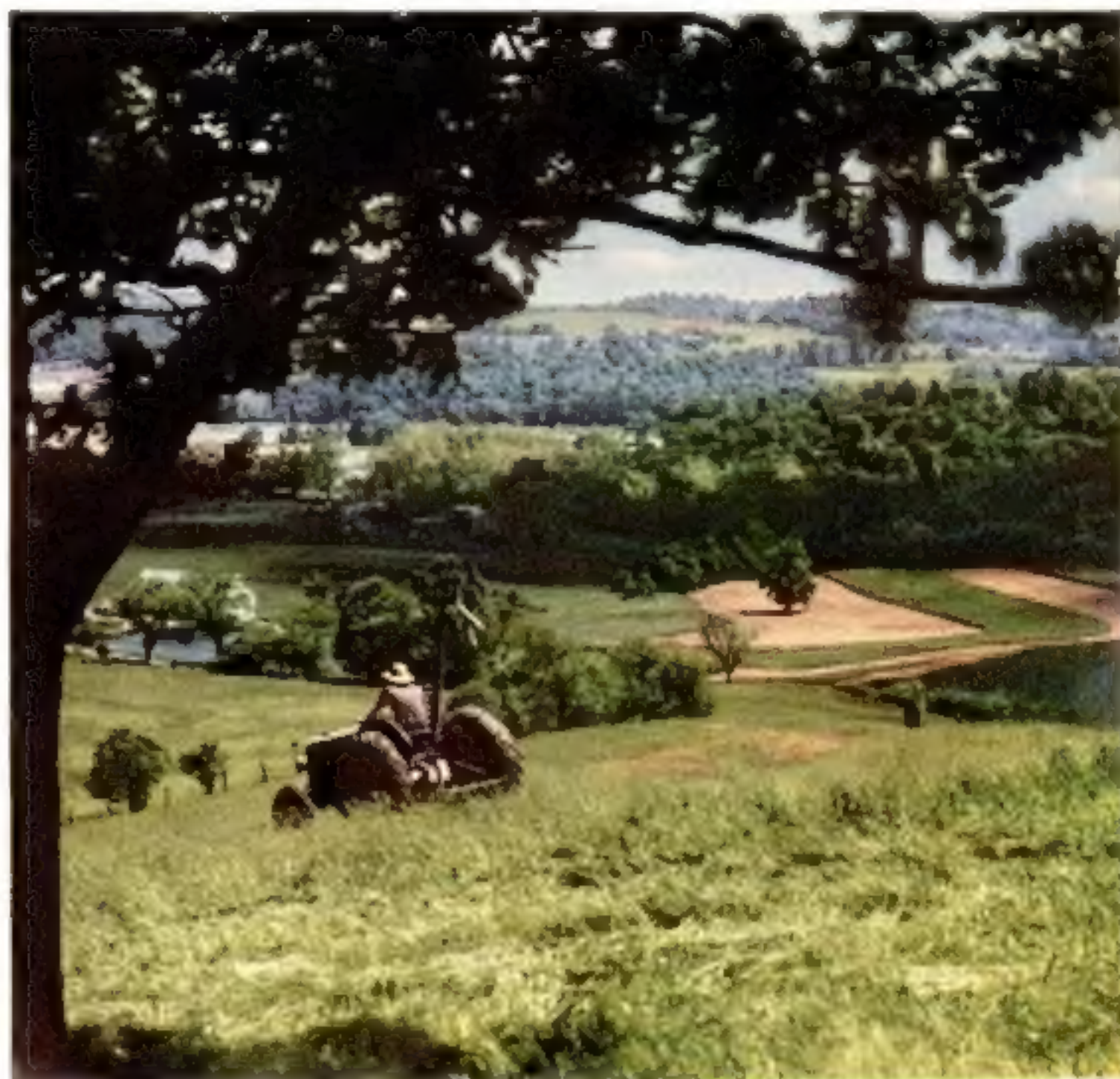
1. Collecting ancient automobiles, such as this old Mercer, and keeping them in running order is the hobby of a famous Metropolitan Opera tenor. His powerful voice has thrilled millions via the radio, movie screen and concert stage. Currently you can hear him every Sunday afternoon at 2:30 EST on the NBC network as star of the program "Harvest of Stars."

He's young and handsome and lives at Westport, Conn. He owns eighty antique automobiles of all shapes and sizes. About gasoline, Mr. M. . . . says: "I always use 'Ethyl' gasoline . . . even in the old-timers that were built long before high antiknock gasoline was available."



2. The hobby of this great American novelist is promoting soil conservation. He is one of the organizers of the fast-growing movement "Friends of the Land." He lives on his 1000-acre farm in Lucas, Ohio—about which he wrote the 1945 best seller "Pleasant Valley." His first novel, written in 1923, was "The Green Bay Tree." Three years later he won the Pulitzer Prize with "Early Autumn." His recent book "Mrs. Parkington" became a highly successful movie.

Living on a farm, he has to do a lot of driving in his 1946 station wagon . . . and he always uses "Ethyl" gasoline because: "It takes good gasoline to bring out the performance of an engine, and with me 'Ethyl' gasoline is tops."



## WHOSE HOBBY IS THIS?

See if you can identify these three famous people from their hobbies . . .

3. Flying a four-place "Navion" is the hobby of this six-footer from Mountain View, Ark. He left a telephone company job to sing with an orchestra. Emerging as a successful emcee, he was tapped for Hollywood in 1931. After singing his way through some thirty pictures, he changed character to win acclaim for his hard-boiled roles in "Murder, My Sweet" and "Cornered" for RKO, and in Columbia's "Johnny O'Clock." His latest is "The Ends of the Earth," a Columbia picture.

Besides flying, he enjoys driving. He always uses gasoline improved with "Ethyl" anti-knock compound in his convertible because: "The only way to get performance out of a car is to feed it the right gasoline . . . and that means 'Ethyl' gasoline!"



LOOK FOR THE  
"ETHYL"  
TRADE-MARK

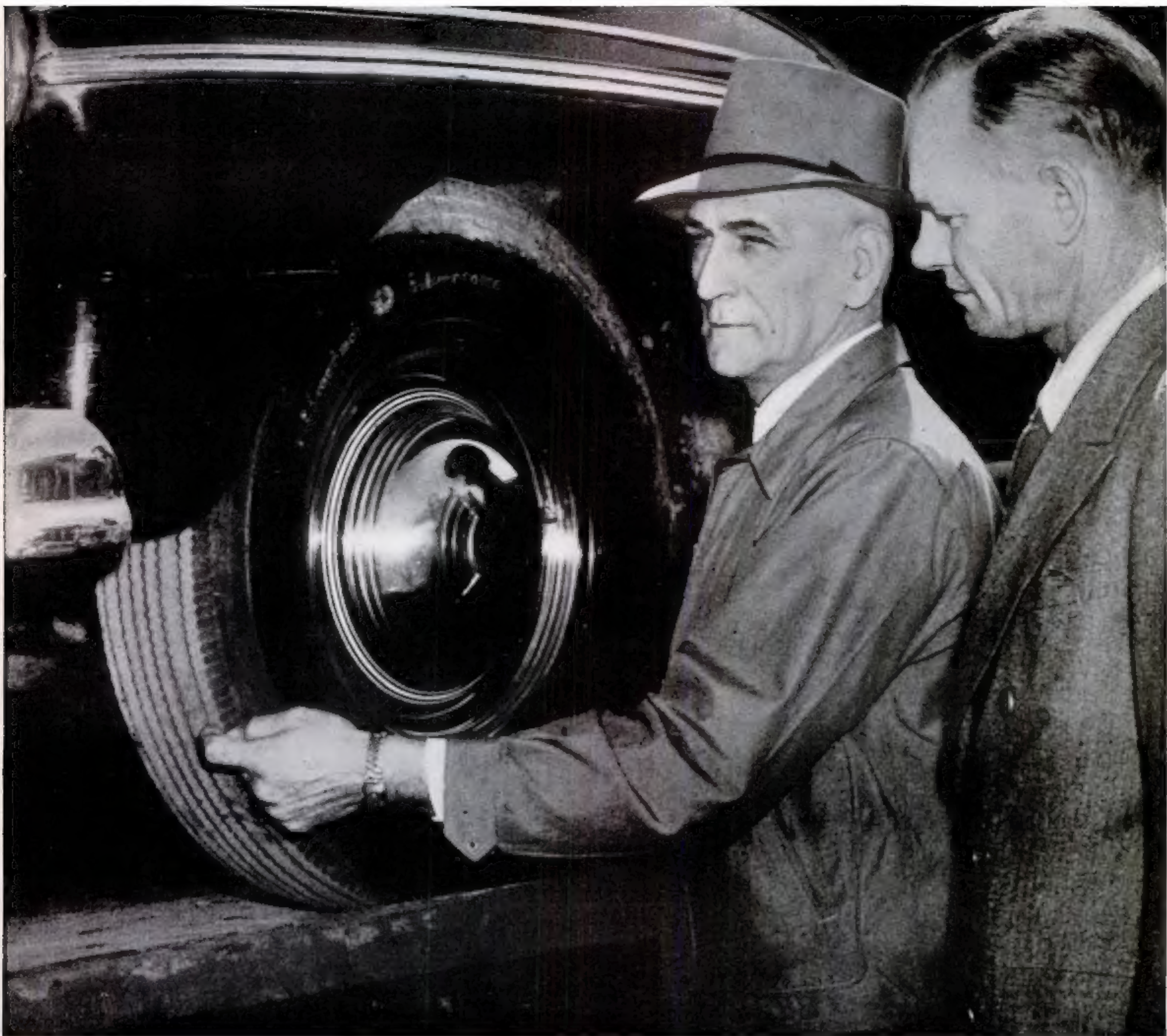
### READ THIS TO CHECK YOUR ANSWERS:

When you use "Ethyl" gasoline, you're certainly in good company. Millions of car owners—including prominent people in every field—have found that it pays to use "Ethyl" gasoline for full power and all-round performance.

Among the celebrities who always stop at the "Ethyl" pump are the three you've probably identified from the clues given above: 1. James Melton 2. Louis Bromfield 3. Dick Powell.

These famous people know that the familiar yellow-and-black "Ethyl" emblem on a pump means gasoline improved with "Ethyl" anti-knock compound. This is the famous ingredient that steps up power and performance. To get the most out of *your* car, whether it's a prewar old reliable or brand new, look for the "Ethyl" emblem in the station where *you* get your gasoline. Ethyl Corporation, Chrysler Bldg., New York.





## Now at less than prewar prices—the tire that outwears prewar tires

**W**HAT BETTER ADS for B. F. Goodrich tires are there than letters from typical B. F. Goodrich Silvertown owners? Here's one from Sheriff Edward Leemkuil of O'Brien County, Iowa, shown pointing to the tire in the picture above.

"I have driven over one million miles, over all types of roads and under adverse conditions, during my twenty-two years' service as sheriff. I have never found any tire that could compare with the new B. F. Goodrich tire. I have driven at extreme high speeds—in sub-zero winter weather over frozen roads filled with chuck holes—and again over

these roads in the extreme heat of summer.

"The B. F. Goodrich tires on my present car have gone over 32,000 trouble-free miles, and they are still good for many more miles of hard driving."

The picture was taken at the time this letter was written.

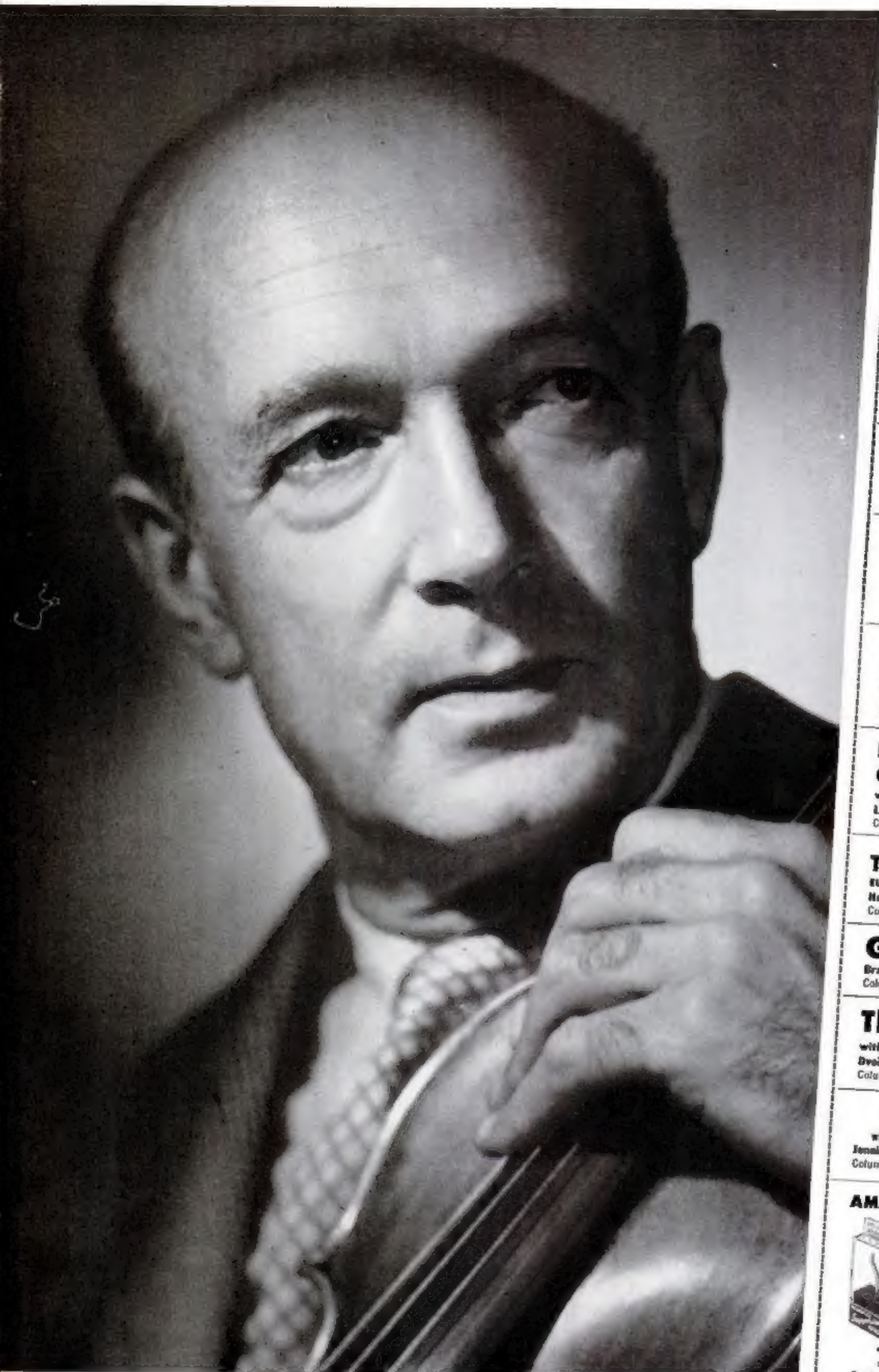
B. F. Goodrich tires have a wider tread that gives you more mileage because it puts more rubber on the ground—distributes the wear over a wider area. You get better traction on wet roads, quicker stops, greater safety. And because the body of these tires is made with more cords and

stronger cords, you get extra blowout protection:

You can now buy all popular sizes of B. F. Goodrich Silvertown tires for less than you paid before the war. And your B. F. Goodrich dealer will give you an allowance on your old tires if they are still good enough to be used or re-capped. *The B. F. Goodrich Company, Akron, Ohio.*

**B.F. Goodrich**  
**FIRST IN RUBBER**





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one of the greatest violinists of this generation, is now recording exclusively for Columbia Masterworks Records because they mirror his beautiful tone so perfectly.

## You'll enjoy...

these inspired performances. Here's music that recreates in your home the beauty of the concert, the opera. Music recorded with the warm and brilliant realism that's bringing Columbia's "quality" such recognition. Listen to these releases, and to the incredibly lifelike performances of the other *exclusive* Columbia Masterworks Record artists now featured at your dealer's!

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### GUIOMAR NOVAËS

Brazilian Piano Music  
Columbia Masterworks Set MM-692 \$3.75\*

### The Cleveland Orchestra

with ERICH LEINSBORG, conducting  
Dvořák: Symphony No. 2 in D major, Op. 60  
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### JENNIE TOUREL

with Pietro Ciampi conducting the Metropolitan Opera Orchestra  
Jennie Tourel in Rossini Arias  
Columbia Masterworks Set MM-691 \$4.60\*

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At last, master recording engineers introduce the COLUMBIA "TAILORED TIP"† SAPPHIRE NEEDLE, microscopically shaped for flawless record reproduction! Tailored to fit the groove, to help end needle care, record wear, and reduce surface noise. Plays up to 10,000 sides. Shadowgraphed for uniform perfection! . . .

Only \$1.50

\*Prices include Federal Excise Tax and are subject to change without notice.  
†Trade-mark  
Columbia, "Masterworks" and Reg. U. S. Pat. Off.



Hear these great performances . . . faithfully yours on

# Columbia Records

MASTERWORKS



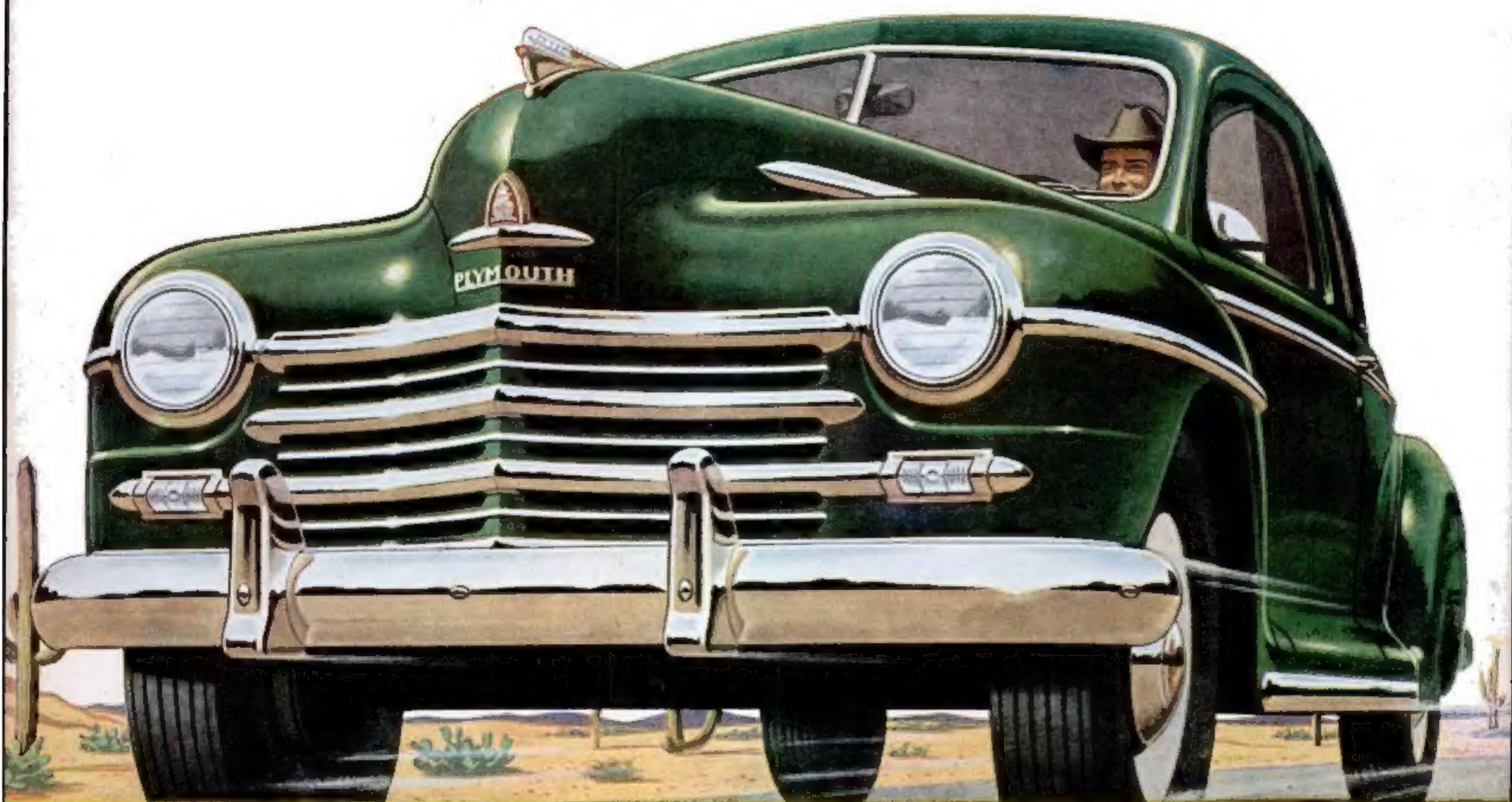


# There's a lot of difference

# in LOW-PRICED CARS !

Compare the cars in number of  
**QUALITY FEATURES**

MOST HIGH-PRICED CARS HAVE	21
LOW-PRICED PLYMOUTH HAS	20
LOW-PRICED CAR #2 HAS	9
LOW-PRICED CAR #3 HAS	8



The new Quality Chart at your Plymouth dealer's shows you exactly how all three leading low-priced cars compare in 21 features of high-priced cars. Feature by feature and car by car, it identifies the 20 found in Plymouth, the 9 in one other leading low-priced car, the 8 in the other.

That's quite a margin in Plymouth's favor—but it's far from being all. Over and above the 20 quality features, Plymouth gives you basic advantages found in no other car in the

lowest-priced field. Safety-Rim Wheels to reduce tire-failure hazards, are one example.

The many others include: Safe-Guard Hydraulic Brakes, a third more effective; Floating Power Engine Mountings for smoothest performance; Superfinished engine and chassis parts almost immune to wear.

There certainly is a lot of difference in low-priced cars. And the Plymouth advantage climbs higher the more you compare.

PLYMOUTH Division of CHRYSLER CORPORATION

YOUR NEARBY PLYMOUTH DEALER WILL ACCEPT YOUR ORDER. AND HE'LL PROVIDE THE SERVICE AND FACTORY-ENGINEERED PARTS TO KEEP YOUR PRESENT CAR IN GOOD CONDITION WHILE YOU'RE WAITING FOR YOUR NEW PLYMOUTH



If it's Value you want—  
it's Plymouth you want



# "Don't let yourself slip!"

**LIN-X Self-Polishing Wax Is Anti-Slip!** Mighty important when you realize that more than half of home accidents are due to falls. Use LIN-X Self-Polishing Wax with confidence. It bears the seal of the Underwriters' Laboratories, Inc., as an anti-slip floor treatment.

And there's more to this fine wax than safety. LIN-X is easy to apply . . . just

wipe it on linoleum and wood floors. In a matter of minutes it dries to a hard, beautifully lustrous finish. This makes cleaning easier for a long, long time.

**LIN-X for safety! LIN-X for beauty!** No wonder more and more homemakers are using LIN-X Self-Polishing Wax.

Only **59¢** PINT  
Also in quart and economical gallon sizes



# LIN-X

## SELF-POLISHING WAX is ANTI-SLIP!

Made by the makers of *Kem-Tone* the Miracle Wall Finish

### LIN-X CLEAR-GLOSS

Gives sparkling luster to linoleum and all your interior and exterior wood surfaces.

Only **\$1.85** quart  
Also in pint and economical gallon sizes



### LIN-X CREAM POLISH

Polishes bone-dry, cleans, protects, and beautifies fine furniture without tire-some rubbing.

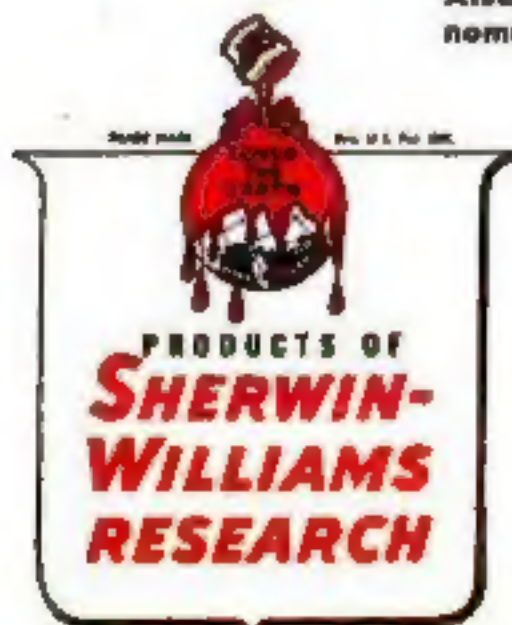
Only **69¢** pint  
Also in economical gallon size



### NEW! LIN-X FLOOR WAXER

At last! An applicator that makes floor waxing as simple and speedy as floor dusting. It pours the wax and spreads it, too, at a mere flip of your wrist! See it today.

Only **\$2.39**



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John Lucas & Company, Inc., Philadelphia • The Martin-Senour Company, Chicago • Rogers Paint Products, Inc., Detroit  
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"NOT EVEN A PUR-R-R!"



"THE CATNAPPER"

# A Great New Alarm Clock

**BUILT ON NEW ALARM CLOCK PRINCIPLES!**

**THE NEW SESSIONS** "Catnapper" is not only a very handsome time-piece, but even more important it is the first of a line of new alarm clocks, embodying features you will not find in ordinary clocks:

**IT SLEEPS YOU QUIETLY . . .**



without even a whisper, for the mechanism of Sessions Clocks contains only half the number of moving parts found in other clocks. Naturally, too, that means only half the number of parts to get out of order.

**IT WAKES YOU PLEASANTLY . . .**



with a soothing, slow, harmonious bell—not a buzzer. The bell clapper is built into the motor itself, without additional gear trains to complicate the clock. It is reliable, easily visible, and practically foolproof.

**BY ALL MEANS,** before you consider buying any alarm clock, drop in at your nearest dealer's and see—and hear the bell of the new Sessions Alarm Clocks. You'll be surprised at how much you can buy in a clock, for so little. The "Catnapper" costs approximately \$4.95, exclusive of tax, in most localities. Available with luminous hands and numerals at slightly higher cost.

## Sessions Clocks

**SELF-STARTING ELECTRIC**

This One



2K7Q-FU4-9CHG





Next shorts, old friend,  
look for the "Sanforized" label →

If you're "fed-up" with shorts that get "shorter" and tighter from excessive shrinkage —look for the "Sanforized" label *before you buy!*

Smart men, AND women, *always* look for it on washable shirts, shorts, pajamas, work clothes, slacks, women's and children's wear.

The "Sanforized" label means *permanent fit*—fabric shrinkage held to an insignificant 1%!



↓  
The comfort never shrinks away from the garment with the "Sanforized" label

The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owner of the trade-mark, to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.



## Your Shoes are in for Tough Sledding!

Winter weather's rough on soles—so when you're buying shoes make sure the soles are **NEOLITE**. This famous sole actually gives you *twice* as much wear as the finest leather soles money can buy—and it's waterproof and weatherproof besides!



### NEOLITE GIVES POP TWICE THE WEAR!

This new sole not only has double the life of leather, but it's comfortable as a slipper right from the start. **NEOLITE** needs no breaking-in—25 steps prove it. Yet it's firm enough to give feet proper support. When you get new shoes, get **NEOLITE** Soles. Always ask your shoe service man for them when you have shoes resoled.



### NEOLITE GIVES JUNIOR TWICE THE WEAR!

Let him run, let him scuff—this wonder sole can take it! **NEOLITE** is not rubber, not leather, not plastic, not fabric—but an amazing new material that outwears the toughest leather two to one! It's perfect for youngsters' shoes—keeps feet dry on soggy days, insulates them against heat or cold, is non-skid wet or dry.



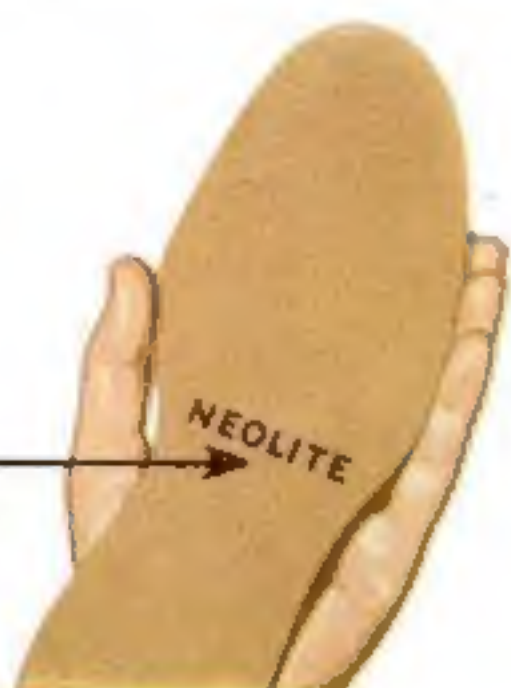
### NEOLITE GIVES MOM TWICE THE WEAR!

Smart-looking shoes stay trim and new-looking far longer when soles are **NEOLITE**. That's because this longer-wearing sole keeps its shape, helps shoes keep theirs. Yes, **NEOLITE** has everything a perfect sole should have. You'll find this better sole on all types of shoes for all the family at fine stores everywhere.



MARK THIS MARK!

Only genuine **NEOLITE** Soles  
bear the name "NEOLITE"



Step on it! 20 million people enjoy  
**NEOLITE SOLES**

NEOLITE S. H.—THE GOODYEAR TIRE & RUBBER COMPANY



# New Pancake Ideas!

## ...by Ann Pillsbury



### DIFFERENT!

Perk up, Lady! Pancakes can be wonderful in more ways than one. And they are—when Ann Pillsbury puts them through their paces. Here's a novel luncheon idea—plump, tender kernels of golden corn wrapped in a satin-smooth batter made from flavorful Pillsbury Pancake Mix. Then, griddled to a sumptuous brown. There's *good eating!* No trick at all, either. Try 'em and see!

### Ann Pillsbury's CORN KERNEL CAKES

Makes eighteen 4 1/2-inch pancakes.

Blend together... 2 cups Pillsbury Pancake Mix  
1 1/2 cups milk  
1 egg  
2 tablespoons melted shortening

Add..... 1 cup whole kernel corn, drained  
Bake..... on hot, lightly greased griddle; turn only once.  
Serve with bacon curls.

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### DELICIOUS!

And here's looking at you from the dessert end of a meal. And what a dessert! The author? Ann Pillsbury again, with the right-hand assistance of that same, ever-so-versatile Pillsbury Pancake Mix.

### Ann Pillsbury's APPLE PANCAKE ROLL-UPS

Serves 6.

Blend together... 1 cup Pillsbury Pancake Mix  
1 cup milk  
1 egg, well beaten  
2 tablespoons melted shortening  
1/2 cup finely sliced apple

Bake..... on hot griddle. Turn only once.  
Remove..... from griddle and spread with a mixture of melted butter, cinnamon, and brown sugar.  
Place..... cooked, sliced apples on each pancake; roll, serve.

Remember, too! The breakfast hasn't been invented to replace feather-light, steaming hot Pillsbury pancakes, swimming in butter and syrup. Reach for Pillsbury Pancake Mix, plain or with buckwheat. Up to 30 pancakes from every package. Now will you try 'em?



Now  
in this  
New  
Package  
at  
your  
Grocer's!



Ready-prepared  
plain... or with  
buckwheat

The blend with no end of uses!



# LIFE'S REPORTS



**AUSTRALIA-BOUND** ex-GIs and their families go up the gangplank of the liner *Marine Phoenix*. They are sailing under the new, subsidized-passage plan.

## AUSTRALIA WANTS THE GIs BACK

by ROBERT SHERROD

Here in Sydney this week Australian immigration officials are dusting off the red carpet to welcome the *Marine Phoenix*. On board the *Phoenix* are 46 men, women and children, the first (the government hopes) of one million Americans who will move to Australia under the subsidized-passage plan. Last month when he was in the U.S., Immigration Minister Arthur Calwell invited ex-GIs to bring their families and settle in Australia. His government would, he said, pay more than 40% of their passage, find them jobs, help them to learn a trade and pay them \$50 for every baby they produced.

The truth is that Australia is desperately short of manpower. The late war scared the daylight out of the Australians, who have no white neighbors except a handful of New Zealanders. Now they are anxious to achieve a greater self-reliance, and that means a greater population. It is also true that the millions of Americans who passed through Australia didn't leave such a bad impression.

The first soldier I heard mention the lure of Australia was a jeep driver in Canberra, just after Douglas MacArthur escaped from the Philippines. This jeep driver said, "What a country! What opportunities—it's big as the U.S. and only one-twentieth as many people. And what women! They must have the best-looking gals in the world over here. I'm coming to Australia to live when this war is over."

This feeling was pretty general among the American troops who flooded into Australia in 1942. It didn't last long, of course. As scores of thousands of Americans poured into Australia the novelty of their presence wore off. There was a bear market in heroes after the Coral Sea battle made Australia safe from invasion. Then the Australians' own soldiers began returning from the Middle East and a lot of contemplated divorces were canceled. As for the GIs, it wasn't long before they discovered most of Australia was a desert, anyway. The plumbing was inferior. Bars closed at 6 o'clock, Melbourne's "blue laws" permitted no Sunday newspapers, and the horses ran the wrong way at the Sydney racetracks.

Perhaps my friend the jeep driver failed to see the war through. (Upon checking recently I was amazed to realize that almost half the Americans I knew in the days just after Pearl Harbor were killed in the 3½ years that followed.) But if he lived, the chances are 500 to 1 he didn't settle down in Australia. If he married his

CONTINUED ON NEXT PAGE



DRESS COURTESY OF ROSETTE PENNINGTON

not just nylons...but  
**Cannon Nylons!**

WISEST OF ALL ways to ask for nylons—*Cannon Nylon Stockings*. Creation of famous Cannon Mills.

Each misty, full-fashioned pair is glamorous as moonlight, yet destined for a fine long life. Always *triple-tested* by air pressure to guard against minute flaws. Then sealed in a purse-size Cannon Handy Pack.

Ask for Cannon Nylons in *your* correct length—short, medium, or long. Enchanting new shades.



Copy, 1947, Cannon Mills, Inc.

CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets





*Heats Quicker...  
Stays Hotter...  
Irons Faster...*

# Sunbeam

DOUBLE AUTOMATIC

## IRONMASTER

REG. U.S. PAT. OFF.

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.

**ONLY SUNBEAM HAS** the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

**ONLY SUNBEAM HAS** the Quick, Steady Heat made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

**IN ADDITION, IT HAS** the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty.

The supply is increasing—see your dealer

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Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, SHAVEMASTER, etc.



## LIFE'S REPORTS CONTINUED

blonde, the odds are about 4 to 1 that he took her home with him.

Currently there are about 2,000 American ex-soldiers, sailors, marines and Coast Guardsmen in Australia. Nearly all the 2,000 are among the 10,000 who married Australian girls of varying degrees of prettiness. Nearly all have fathered Australian-American children; many have two kids by now.

The remarkable thing is that most of these men are still homesick. In talking to a couple of hundred of them I found only three or four who didn't expect to return sooner or later to the U.S. Nobody supposes that all or even a majority will carry out their threats to pack up and go home; their roots are sinking deeper each year. But from halfway around the globe the U.S. still raises a vision of paradise before American eyes.

Queanbeyan is a small sheep-and-cow town a few miles outside Canberra. It was once the site of a big Navy radio station, but its sole American relics are the Monaro Grill and its owner, Eddie Sarraz, a big blond boy who was a bread salesman in New Orleans before the war. When the war ended, Eddie got out of the Navy, invested his £200 (\$650) to fix up an old furniture-repair shop and started selling hamburgers. After a few months he bought out his partner for £300 more. Now he sells a hundred dozen hamburgers every Saturday. Because good meat costs only about one fourth of what it costs in the U.S. and because his two helpers' union-regulated wages come to only \$19.50 and \$14.60 weekly, Eddie can sell hamburgers at 8¢ apiece and make a nice profit (before taxes). Eddie has been offered \$3,900 for his place, but he wants \$5,700. Then he can settle his affairs, take his Australian wife Olga and his 7-month-old daughter Denise Charmain all the way back to Louisiana and "hit New Orleans with \$3,000 in my pocket." It's not that Eddie doesn't like Australia; he'd just like to see what things are like back home.

### Average GI wage is \$20 a week

Because of the housing shortage, which recognizes no international boundaries, Eddie and Olga must live in two rooms back of the hamburger joint. The sitting room-kitchen has no windows and it must be used as a place to hang the baby's diapers, but the Sarrazs are better off financially than most Australian-American couples. The average GI earns no more than \$20 a week in Australia. That's enough to live on, if eating and sleeping are all you're looking for. But an automobile is out of the question on the average Australian wage. A Ford costs about \$2,500 and even clothes are more expensive than they are at home.

The ex-GIs generally fall into three groups: students, workmen and businessmen. Of these the 50-odd students fare best: the \$90 a month Uncle Sam sends his veterans at the Universities of Sydney and Melbourne would be equal to at least \$150 a month in the U.S. (A haircut costs about 25¢ in Australia.) Some men have quit their jobs to go to college because their income is higher in the classroom. But those working for salaries or wages don't complain much despite the pay. Their jobs vary from rubber worker in Melbourne to bank clerk in Tasmania. An ex-Seabee is a pneumatic-drill operator. At least three own their own garages. Very few Americans have gone to the Australian soil, which stands in need of much development. Only one is listed as a pig farmer, a career he shares with his father-in-law. Some don't work at all.

Ironically the men who generally make the best living do the most complaining. I didn't find an American businessman who wasn't frustrated. In socialist Australia there is very little encouragement for private enterprise; usually there are stumbling blocks to make the businessman's life more miserable.

"Any live wire who comes over here from the States to set the world on fire is fooling himself," says ex-S/Sgt. Volstead Heath, formerly of Raleigh, N.C., who operates a direct-mail advertising business. "They just do things different over here. Business is old-established and well-entrenched, and it shies away from new ideas. 'What's the use? everybody says, 'it will all go for taxes, anyway.' The workingman doesn't try to produce and the businessman doesn't care—they are all too apathetic or too satisfied. My business is good. I have five employees; if I could get office space I could use 15."

Heath had just finished making out a report on his first year of business. His profit: £1,000 (\$3,250), which in Australia is a fairly spectacular income. His taxes: between 40% and 50%. "The funny thing is I expected to lose money the first year," said Heath, "but now that I've made some, it burns me up to have to pay out so much of it."

Sometimes when he thinks about the war Heath feels like an old man. (He's 26.) "Those years I spent in the Marine Corps were the

CONTINUED ON PAGE 14



On the screen in Technicolor  
for all America's millions  
the play all America  
loves best!

*All that red hair  
is in Technicolor now!*



**WARNER  
BROS.**

*Present*  
*Clarence Day's*

**LIFE  
WITH  
FATHER**

starring **WILLIAM POWELL** **IRENE DUNNE**

with **ELIZABETH TAYLOR**

**EDMUND GWENN • ZASU PITTS**

*Screen Play by Donald Ogden Stewart*

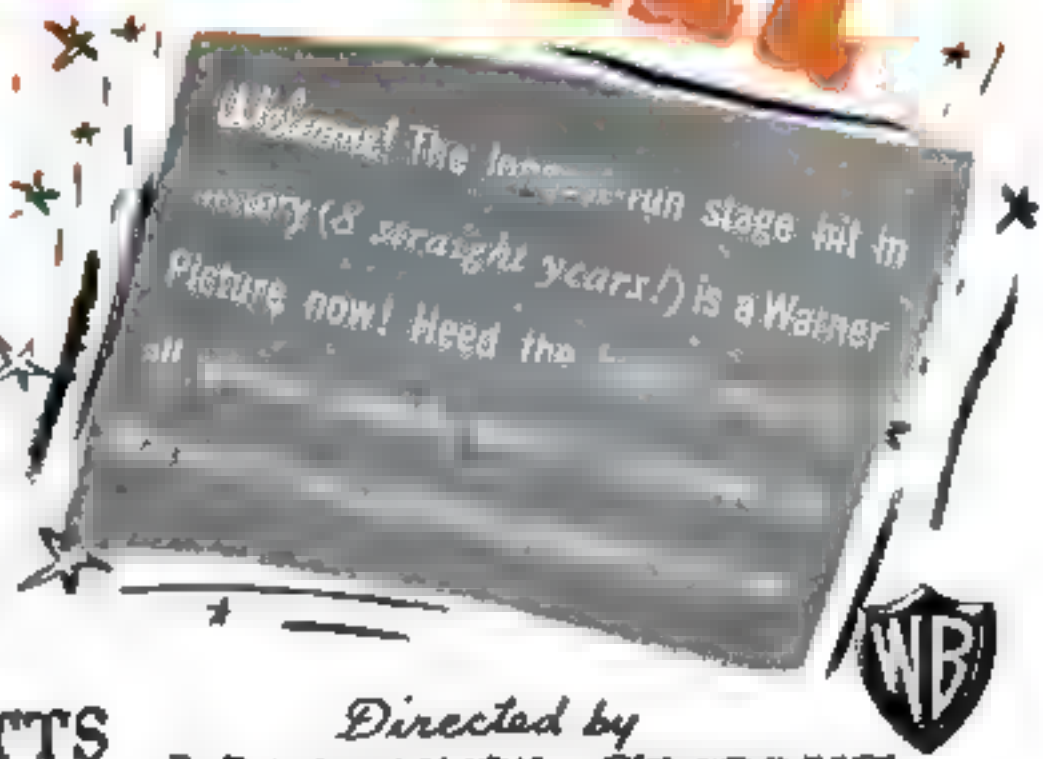
*From the original play by*  
**HOWARD LINDSAY & RUSSEL CROUSE**

*From Oscar Serlin's Stage Production*

*Music by Max Steiner*

*Directed by*  
**MICHAEL CURTIZ**

*Produced by*  
**ROBERT BUCKNER**





FOR 17 YEARS AMERICA HAS SAID:

*"When there's a choice*

If you're about to buy a radio or radio-phonograph, you don't have to take what you can get any more. You can choose again on the basis of quality and reputation. Every 1948 Philco keeps faith with the standards which have made its name famous for quality the world over. When you buy, let Philco quality be your guide... accept nothing less and pay no more!



*Amazing new way  
to play records!*



Only \$129.95\*

A New Kind of Radio-Phonograph

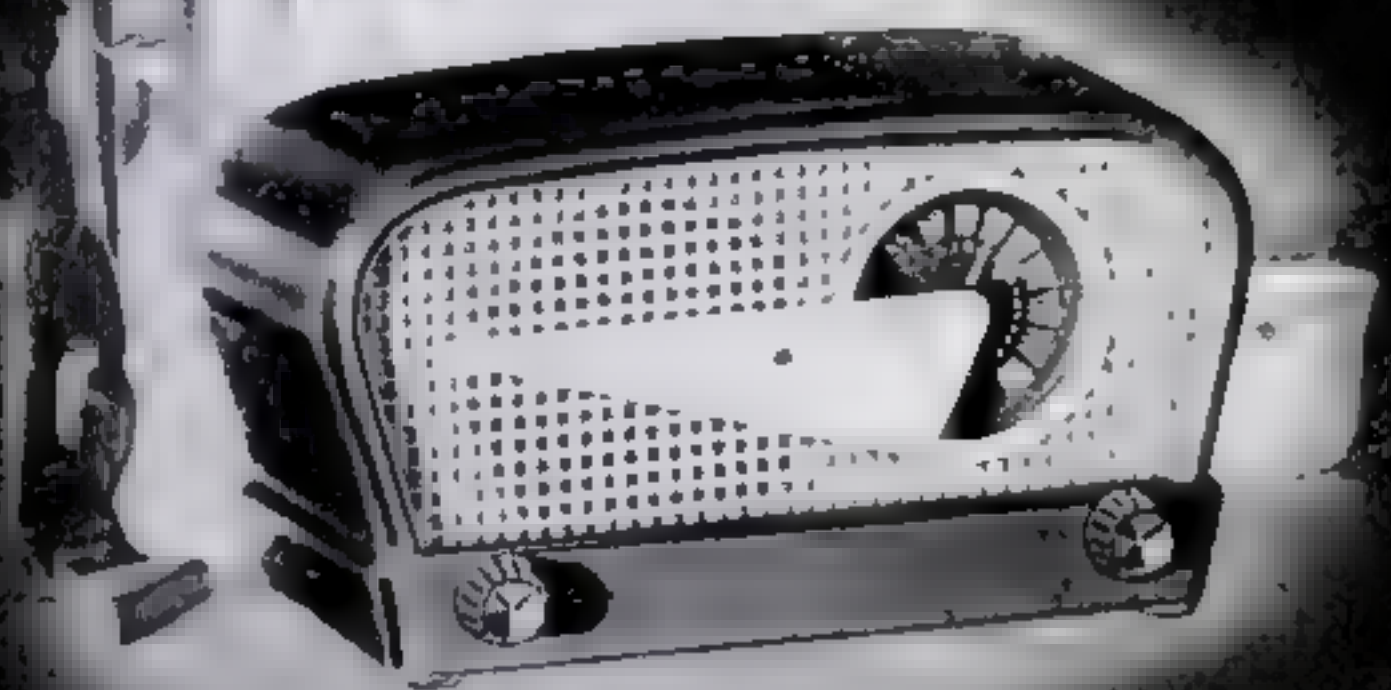
Yes, sensational value! A radio-phonograph combination in a stunning mahogany console with Philco's famous quick, easy way to play records. Powerful, sensitive radio reception. Rich tone on radio and records. See the Philco 1260—a triumph of quality and value!

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The new style leader in compact radios! Fresh, modern, smart. Quality features for superb tone and performance. See the new Philco 230.



## A Quality Automatic, Today's Greatest Value! \$99.95

For true, lasting satisfaction in a table radio-phonograph at the lowest possible price, see the new Philco 1253. Automatic changer, powerful radio, full-bodied tone... a sensation!



## Yes, Philco Quality at this Low Price! \$19.95\*

In a compact radio, above all, be sure of the quality promised by the Philco name! Hear it, look for it in the great Philco 200, even to the vital "Underwriter's" label.

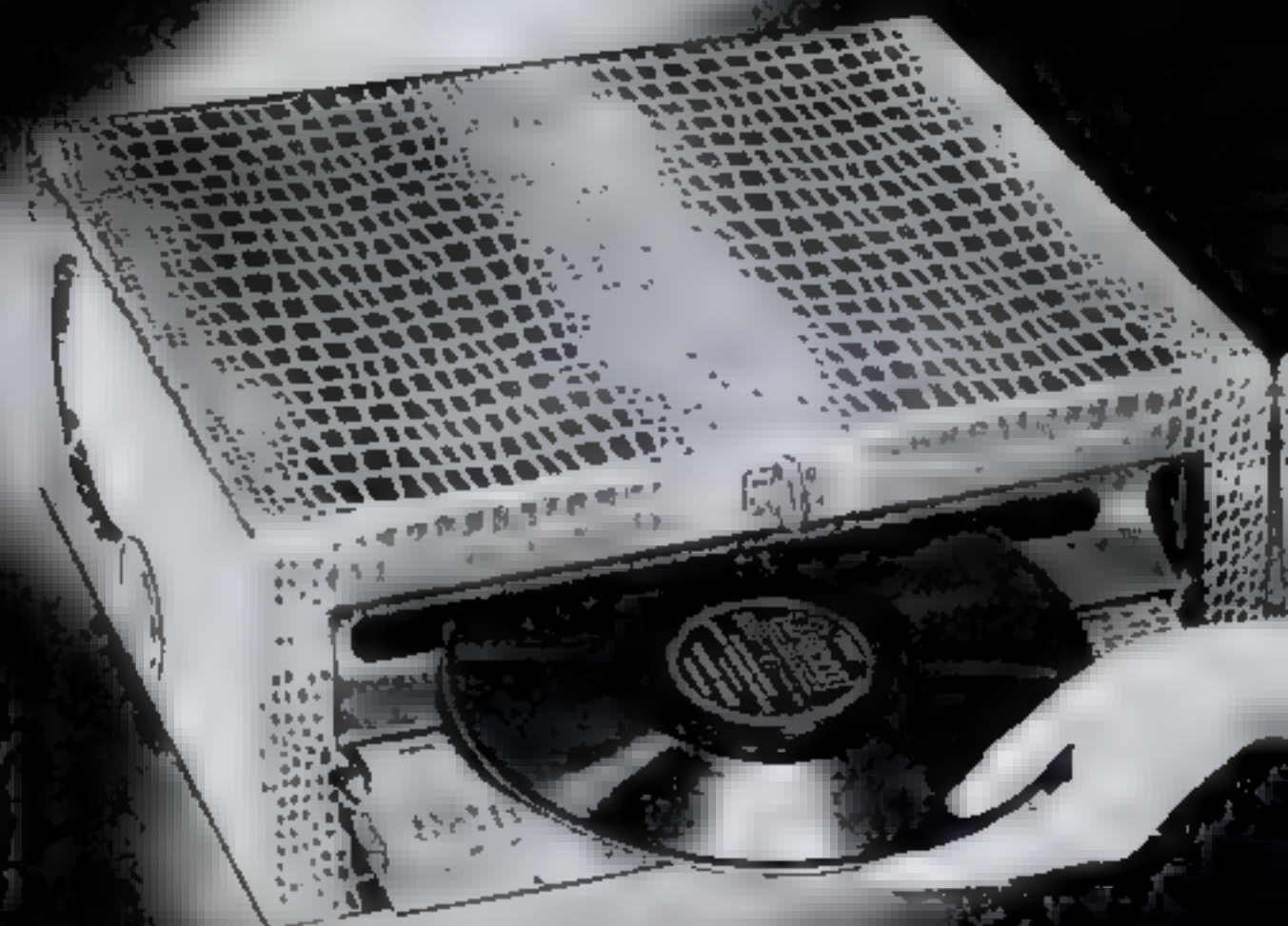


## The Champion of Table Radios \$37.50\*

For the plus that Philco research gives you in a small radio, see the new 460-I. Amazing sensitivity, power and tone; Ivory plastic cabinet of unique design.

## Now, a PORTABLE PHONOGRAPH with Philco's new, easy way to play records \$49.95

The young folks' dream! A phonograph you carry anywhere; no fussing with lids, needles, tone arms, Philco 1200... slide in any record and it plays automatically!



*Famous for Quality the World Over*

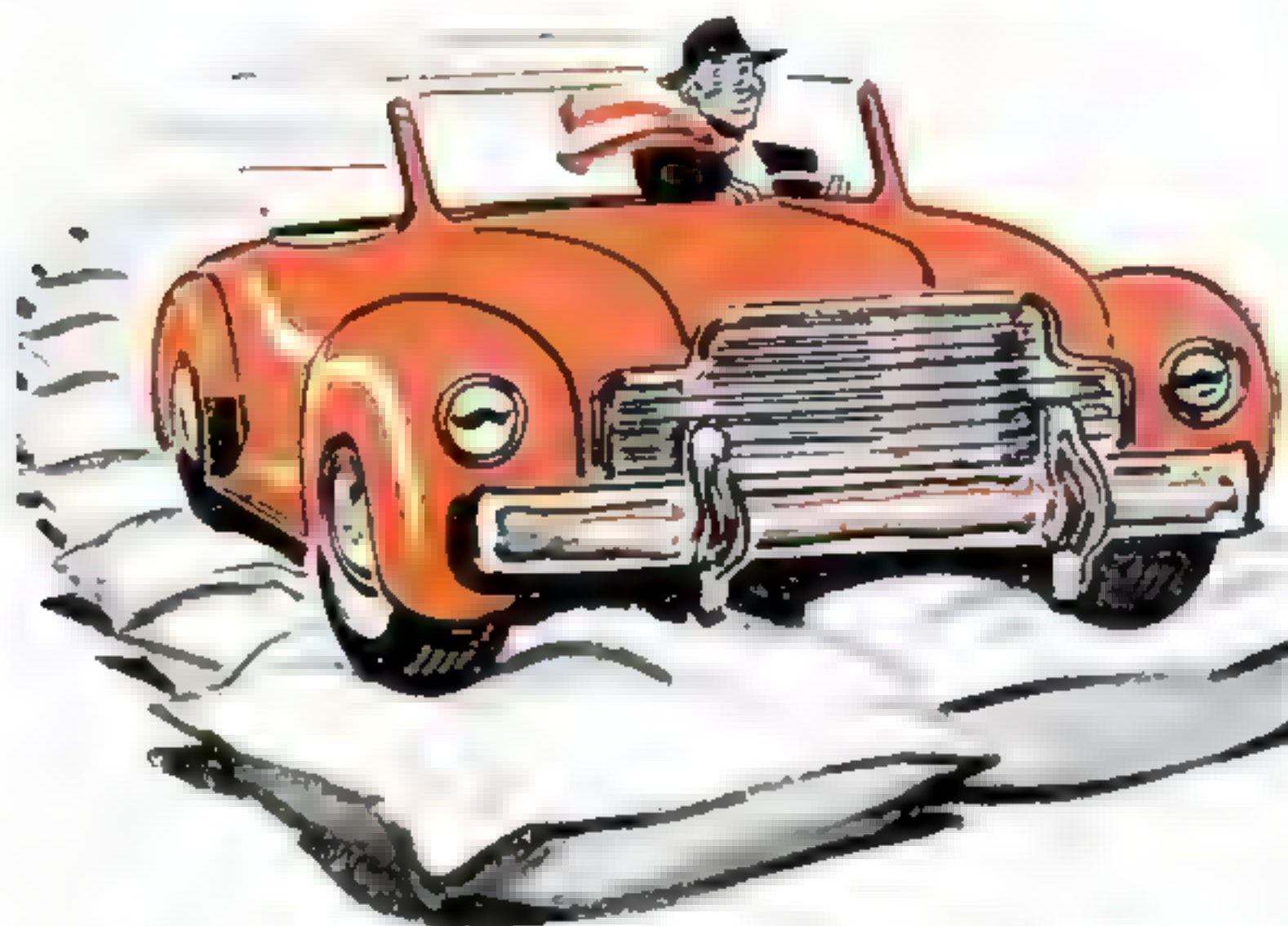
\*Price slightly higher Denver and West.

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If your car feels like *this*... it's time for  
**MARFAK Chassis Lubrication**



**THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!**

Marfak's not an ordinary lubricant — no throwing in the towel after a couple of hundred miles of driving. A Marfak job protects chassis wear points and fights friction for 1,000 miles and more! The "cushiony" driving and smooth handling ease you get is *sure* proof that Marfak sticks to the job *longer*. Applied by chart, never by chance. Ask your Texaco Dealer to give your car that "Marfak feeling" today.



**THE TEXAS COMPANY**  
TEXACO DEALERS IN ALL 48 STATES

Tune in: TEXACO STAR THEATER presents the TONY MARTIN show every Sunday night. See newspaper for time and station.

## LIFE'S REPORTS CONTINUED



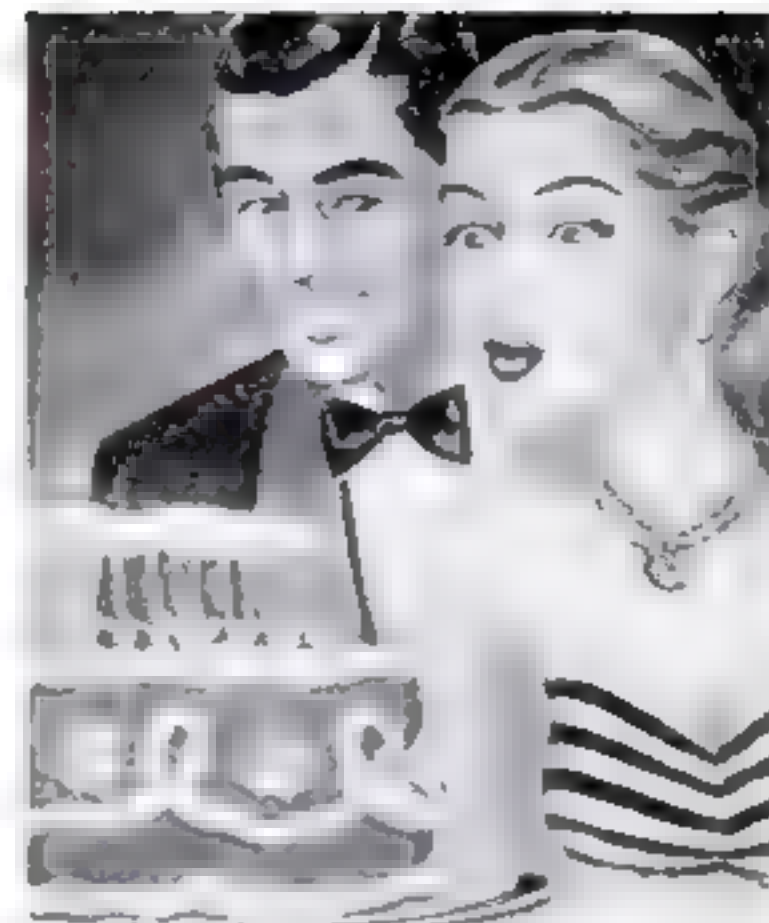
**JACK MELLETT** mixes cocktails behind the bar in the ex-GIs' club.

best years of my life. We knew what we wanted in those days," he says. He's not so sure what he wants now, but he thinks maybe he'd like to go in business in Kansas City: "That looks to me like the best business town in the U.S., I mean in the world." But he knows he doesn't want to stay in Australia much longer.

The ex-GIs' club in Sydney is called the American-Australasian Ex-Servicemen's Memorial Club, with chilly, drafty quarters on Elizabeth Street. The club's Saturday-night party usually attracts 40 or 50 members and their wives. When a sitter is unavailable some mothers bring their babies. There is bingo, a horse-racing game and a juke box.

It is remarkable how subdued most of the Americans have become. Rarely is a raised voice heard. Many of the voices have taken on Australian accents, and words like "cobber," "dinkum" and "bonzer" creep into these expatriates' conversation. There isn't a Camel in a carload, and an offer of one is likely to bring the reply, "Thanks, but I'll stick to this Australian brand. Don't want to spoil myself with one of those."

Possibly the club's most remarkable member is ex-Pvt. Jack Mellett, who tends bar at all club functions. When the war ended Jack Mellett got a job spraying paint in General Motors' Sydney assembly plant, earning about \$21 weekly, which he could stretch to \$30 by working overtime and Sundays. But the paint made him sick and he had to quit. One day a friend told him of a horse named Victory Lad, a sure thing at Randwick that was likely to pay a good price. Jack plunged his final week's pay and came out with more than \$300. He has been playing the horses ever since. Because Australian laws encourage gambling by levying no income tax on winnings, almost everybody plays the state-sponsored lotteries and the races. But not many people do as well as Jack Mellett, whose wife's brother is a jockey. At



There is always  
a **RIGHT** time...

# HARVEL

What better time than a birthday for a long remembered gift... A HARVEL WATCH!



**GIVE HER** the beautiful 17 jewel, Harvel 14K white or yellow gold watch above.  
\$49.00, Federal Tax included.

**GIVE HIM** the handsome 17 jewel, sweep second, gold filled watch shown below.  
\$47.50, Federal Tax included.



Harvel Watches are **RIGHT** for accuracy, **RIGHT** for beauty and **RIGHT** for price. Harvel Watches are sold exclusively by leading jewelers.

# HARVEL

One of the World's Fine Watches

Write for name of the Harvel dealer in your city, if your own jeweler cannot supply you.

Harvel Watch Company, Department 49  
Rockefeller Center, New York 20, New York

CONTINUED ON PAGE 12



*He's Got...*

THAT CLEANER *EVERSHARP* LOOK!



Men, if you want the world's best shave — and that cleaner *EVERSHARP* look that goes with it . . . stop trying different makes of blades in your old-fashioned razor. Switch to a different — a truly modern razor — the *EVERSHARP* Schick Injector!

No blades to unwrap. Nothing to take apart. To clean—you simply rinse, shake and put away. Get your *EVERSHARP* Schick—today!

*Push! Pull—Click Click!  
Change Blades That Quick!*



RAZOR	\$1 00
20 BLADES	.75
TOTAL	\$1 75

**SPECIAL**  
**\$1<sup>25</sup>**  
WITH 20  
BLADES

*He uses...*

**THE WORLD'S  
ONLY RAZOR  
WITH AUTOMATIC  
BLADE CHANGER**

*changes blades — instantly!*

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***EVERSHARP* SCHICK INJECTOR *RAZOR***



# LIGHT WHEN YOU NEED IT!



## LIFE'S REPORTS CONTINUED

that he can't touch another GI in Australia, M/Sgt. Henry Brooks, who refuses to confirm or deny Australian newspaper reports that he has won \$100,000 on the horses in the past three years.

But Jack Mellett, who used to be a bartender at the Miami Biltmore Hotel, is really happy only behind a bar. "I sure do love to mix drinks. I wish I was home," he says sadly.

People used to wonder how the hasty wartime marriages between Americans and Australian girls would work out. Anybody reading the newspapers can only conclude that the percentage of failures is very high. It's a rare week that doesn't bring a couple of stories from America to the sensation-loving Australian press, telling about another marriage on the rocks, another desertion or another Australian girl disillusioned with high-priced America. Nobody knows just how many of the 10,000-odd alliances have foundered. The meticulous U.S. Legation in New Zealand figures that 18 1/2% of the 2,000 marriages between Americans and New Zealand girls have resulted in divorce or contemplated divorce. There is no reason to suppose that that percentage will not hold for Australia, also.

But discounting the marriages that were bound to fail, like the 50 or more between Australian women and American Negroes and those contracted by prostitutes looking for an allotment check, the ex-GIs in Australia feel that these international alliances have panned out fairly well.

"These girls make good wives," said one satisfied husband in Melbourne. "They don't dress as well as American girls and they generally are not as well educated. But they are healthier over here and therefore generally better-looking. And they are not spoiled like American women are. They are willing to accept their share of responsibility for a family. Now, when I get my wife back to the States..."



IN EX-GI CLUB members amuse themselves playing piano, singing.



MY GOODNESS...  
SUCH GOODNESS



**Welch**  
QUALITY CANDIES

*Companions*  
IN QUALITY  
Leatherware by RUMPP

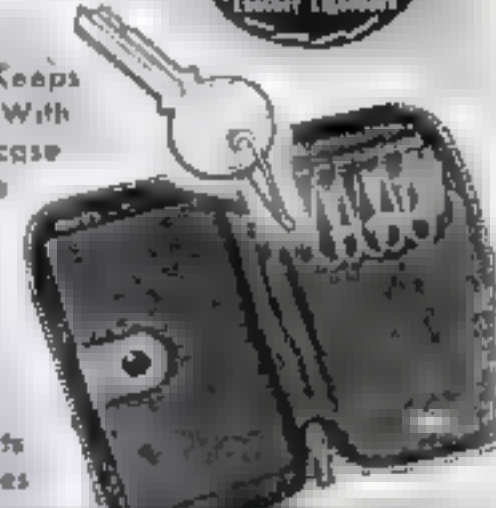
New richness... new sparkle,  
in personal leatherware. Longer  
wear and lasting beauty, too—  
assured by Rumpp's peerless  
craftsmanship.



WALLET 5 in. x 3 in.  
... soft. In many distinct  
five styles colors and  
leathers



KEY CASE—Keeps  
keys handy. With  
identification case  
and removable  
key hooks.  
Look for the  
Rumpp trade-  
mark on a  
wide variety  
of matching  
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in leading stores



C. F. Rumpp & Sons, Phila. 6, Pa.

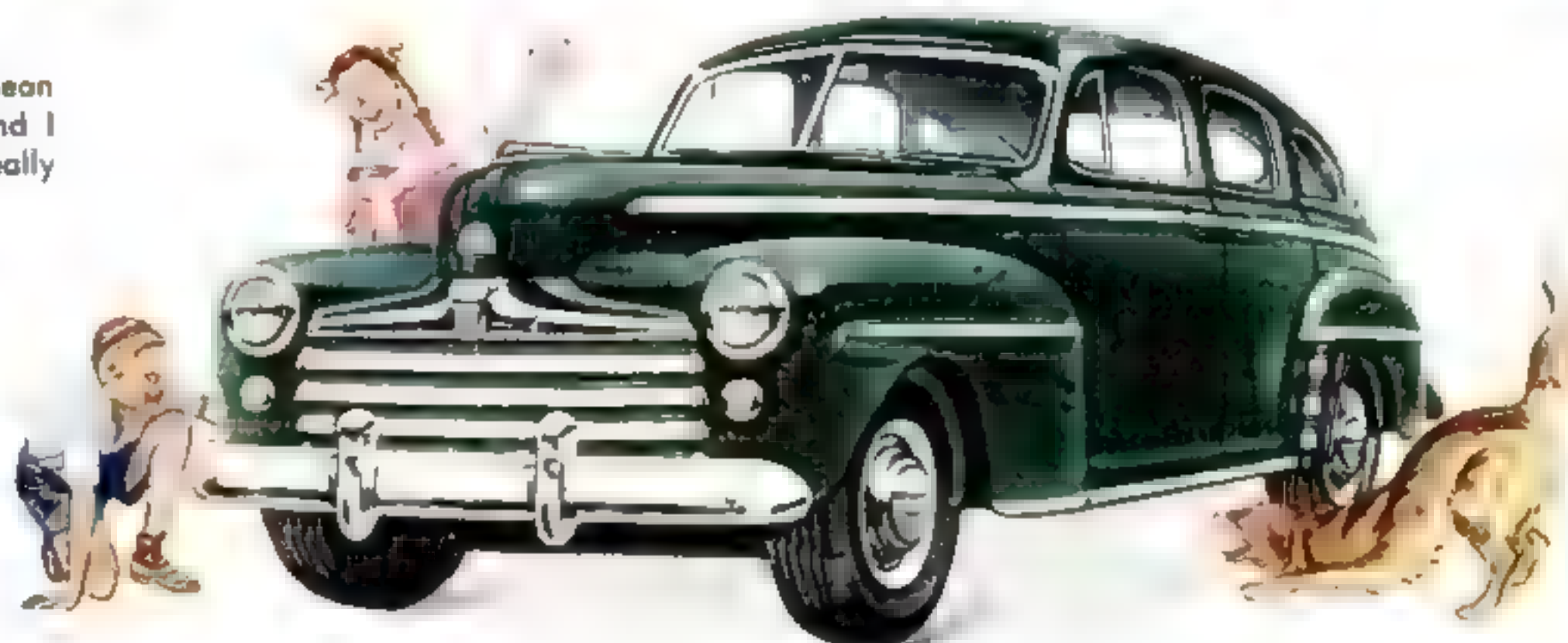


# "Pop played dumb about the new Ford!"



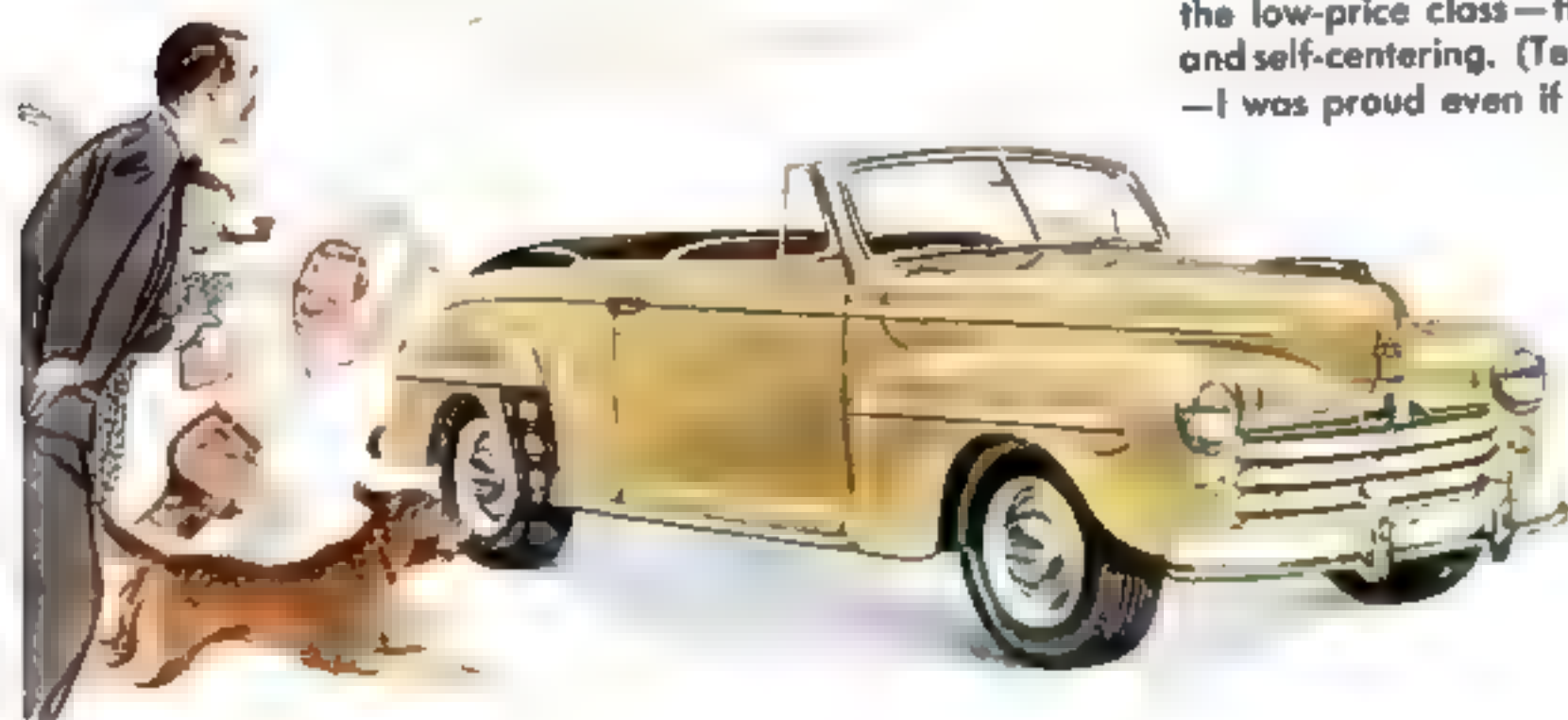
**1** When I think of it I get simply furious! I mean I really do! Terry, he's my "brain" brother, and I went all over town studying the new cars—really studying them! It was practically research!

**2** And we told Dad that Ford was the only car in the low-price field to offer a choice of two great engines—the 100 horsepower V-8 and the brilliant new Six. We told him both had 4-ring aluminum pistons and balanced carburetion to save on gas and oil.



**3** We didn't forget the brakes either. We told all about Ford having the biggest in the low-price class—that they were hydraulic and self-centering. (Terry bore down hard there—I was proud even if he was my brother.)

**4** Well, while all this was going on, Pop just smiled and we didn't think we were making any progress at all so Terry talked about the "Lifeguard" body—how it was made of extra heavy gauge steel and how the paint was baked-on to stay. Then do you know what happened? Pop knocked the ashes out of his pipe and said, "Are you kids finished?"



**5** "I guess so," said Terry, "only gee whizz, gosh—if you'd only drive a Ford yourself you'd see what I mean."

"I have," said Pop. "As a matter of fact my order came through today—a convertible coupe—and it's going to be delivered tonight!"

Can you imagine that?

There's a

in your future



## NEW TWIST ON AN OLD FAVORITE !

# Skewered Lamb and Fruit... A.P. Barbecue



Got a yen to serve something "different?" Then this meal is just for you! Marvelous-tasting skewered lamb... each tangy-flavored morsel teamed with succulent small tomatoes. With it go fluffy rice, broiled pineapple and a "help-yourself" salad of luscious fruit slices served in individual cups of crispy lettuce. And for dessert, there's Peach Cream Pie, flaky-crust and filled with juicy fruit. Truly inspired dining? Yes, and for only 64¢ to 68¢ a portion, truly inspired planning!

If imaginative yet inexpensive meals like this are your daily aim, do this: Just plan a little and shop regularly at your A&P Super Market. You'll find a fascinating variety of fine foods to choose from. And because such large quantities of these good things are sold under one roof... at low overhead expense... savings are made and shared with you. That's why prices are always attractive at your A&P Super Market.

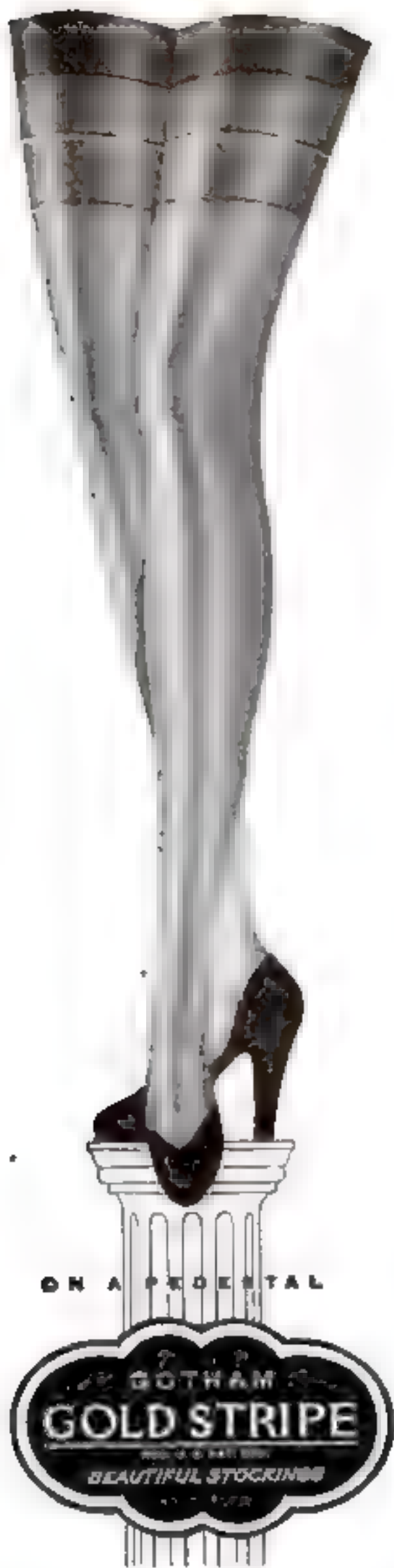


**A&P SUPER MARKETS**



\*C. 1960. All prices are in A&P Super Market and are subject to change.





## GOTHAM GOLD STRIPE adjustables\*

THE LONG STOCKING THAT FITS EVERY LEG

Tall, medium or small, Adjustables fit you perfectly! All sheer nylon, 30 denier, adjustable top. PRALINE, a dark shade as exciting as the first day of Fall. Buy these stockings at your favorite store. If not obtainable, use coupon below.

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I would like to buy the stockings illustrated "On A Pedestal." Please send me, through a local store, one pair Gotham Gold Stripe Nylon Adjustables in 30 denier, PRALINE, Style 4365, at \$1.65 a pair. My size is . . . I enclose Check . . . or Money Order . . . (Don't send stamps.)

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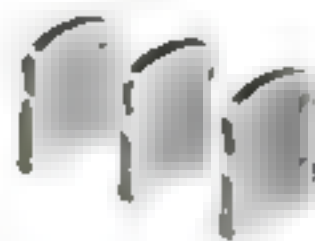
# This Toaster is at home at Breakfast, Brunch or Buffet!



See the General Electric Automatic Toaster at your dealer's, \$18.95 (plus tax)

Beautiful new General Electric Automatic pops toast up  
—or keeps it warm till you're ready!

Each and every slice toasted to taste.



Light, medium or dark. Just set the knob—and this handsome General Electric Toaster takes over. Doesn't matter if you're toasting one slice or twenty! Decorates any table.

A warming-oven inside your toaster!



Your toast will keep hot and crisp till you're ready for it . . . or "pop up" when done. This General Electric wonder gives you your choice!

So quick to clean!



This General Electric Toaster has a Snap-in Crumb Tray for cleaning that's quick and easy! The tray snaps in and out . . . can be wiped clean in 10 seconds! General Electric Company, Bridgeport 2, Conn.

Toast to your taste—every time!

## GENERAL ELECTRIC





**LIFE-SIZE GIRAFFE** gets a careful clipping from Mr. Prucha, who has to climb up on stepladder to reach the

ears. This statue is now 15 feet high and gets taller every year. Mr. Prucha started shaping giraffe four years ago.



**BISON** is one of Mr. Prucha's latest animal creations. It is still a little thin on the nose and the right foreleg.

## ***SPEAKING OF PICTURES***

***...NEBRASKAN MAKES  
A TREE MENAGERIE***



**GALLERY OF STATUES** fronts the street before the Prucha house. At the right is an equestrian statue of





**CAMEL STATUE** stands on cedar pedestal. Mr. Prucha thinks he will install lights in animals' eye sockets.

Forty years ago Mr. V. J. Prucha, a tobacco salesman, planted some red cedar trees on the lawn in front of his house at Crete, Neb. When the trees were 12 years old they began to shut out the air and sunlight, so Mr. Prucha had to trim them. But instead of just chopping them down or cutting them back he decided to try something different. What he has produced in a quarter of a century of bending, twisting, wiring and clipping is shown here: a lawn covered with cedar animals and statuary. In the evening when the air is stirring, Mr. Prucha likes to sit on his porch and watch the movements of his menagerie. In the breeze the giraffe (*opposite*) turns its head from side to side. The setter (*below*) breaks its perfect point to move its tail a little and, astride his horse, General Grant waves his hat enthusiastically.



**IN A TREE HOUSE** made of cedars Mr. and Mrs. Prucha eat their lunch together. To make house Mr. Prucha

bent four cedars to form a circular, arched room about 15 feet in diameter. Mrs. Prucha helps him shape trees.



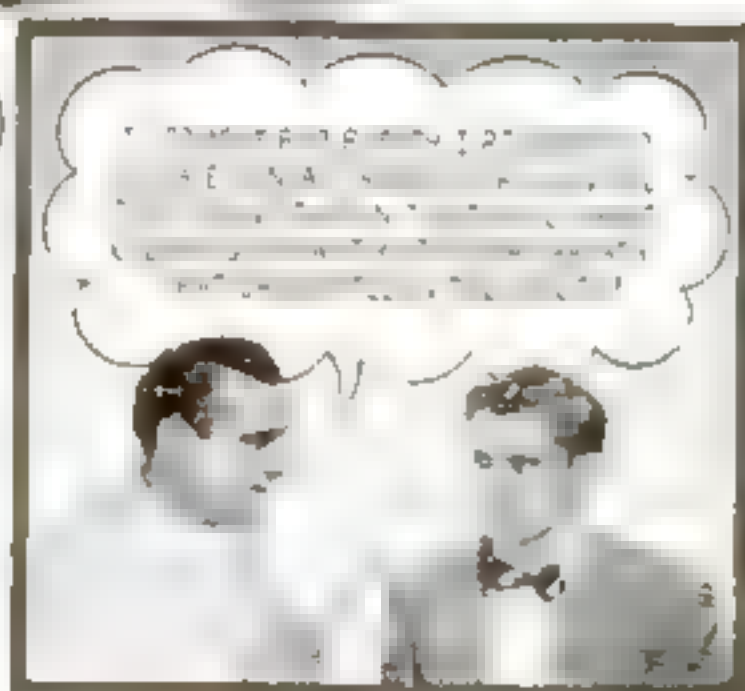
General Grant, copied from one that Mr. Prucha saw on a trip to Washington, D.C. Next to the general is one of

geometrical patterns which stud the lawn. In the background (*left to right*) are statues of a pointing setter, an

eagle, a nesting peacock and a bison. Elephant, giraffe and another peacock are on other side of the house.



*Looks Like an  
Early Frost!*



**COLGATE  
DENTAL CREAM**  
Cleans Your Breath  
While It Cleans  
Your Teeth!



Always use  
COLGATE DENTAL CREAM  
after you eat  
and before every date!

## SPEAKING OF PICTURES

CONTINUED



**INSIDE GIRAFFE** Mr. Prucha adjusts the wire which holds legs in place. He also bends branches with cord. By time cord rots, the branches are trained.



**FROM PORCH** Mrs. Prucha can survey the family zoo, keep tourists from harming statues. The Pruchas tolerate tourists but consider them a nuisance.



"Bulbsnatching?  
'Tain't funny, McGee!"

**FIBBER MCGEE  
AND MOLLY,**  
back on the air  
for Johnson's Wax  
the first Tuesday  
in October.



**McGEE:** But golly, Molly—I need this light bulb for my closet!

**MOLLY:** You couldn't get a light bulb in that closet, dearie. Besides, McGee, bulbsnatching is carrying the "light touch" too far!

*(That's right, Fibber. Swiping Molly's light would leave her in the dark. And it might lead to accidents and eyestrain, too.)*

**McGEE:** Well, I may be a worm around here, but I'm no glow worm! What do I do for light?

*(Get a spare supply of General Electric lamps, of course. It pays to insist on G-E because General Electric lamp research is constantly working to make G-E lamps stay brighter longer!)*

**MOLLY:** Heavenly days, McGee! Why didn't you think of that?

**McGEE:** If batting the breeze makes a hit with you, kiddo, you're talking to a home run king. When I get going...

**MOLLY:** Well, as long as you're going, dearie, why not bring back an armful of bulbs from the corner store?

*(And just make sure, McGee—that they're marked G-E!)*

**DON'T BE A BULBSNATCHER—SEE YOUR G-E LAMP DEALER**



Stop bulbsnatching!  
Get G-E Lamps.  
60-watt 11¢ plus tax



G-E 9 Lite.  
100-200-300 watts  
55¢ plus tax



G-E fluorescent lamps,  
40-watt . . . only  
\$1.00 plus tax



New! G-E Infra Red Lamp.  
A dozen uses in your home.  
Only . . . \$2.95

**G-E LAMPS**  
**Stay Brighter Longer!**

**GENERAL  ELECTRIC**



# Brilliant new advantage for "51" owners!



*We're sorry! "Superchrome" colors and brilliance shown here are only approximate—due to limitations of even the finest magazine printing*

## Parker Superchrome Ink

WRITES DRY . . . CREATED FOR USE IN THE PARKER "51" PEN ONLY

**An outstanding scientific achievement.** Parker "51" writing now offers an exciting new advantage! For Parker scientists and cooperating laboratories have developed—exclusively for use in the "51" Pen—the *most brilliant* permanent ink ever known.

This new ink is called Parker *Superchrome* Ink. Created to a wholly new formula, it gives a rainbow brightness of color never before thought possible. And science proves these colors fast. They stay brilliant as long as the paper lasts . . . withstanding even the most intense tropic sunlight.

What's more, as this brilliant new fluid flows onto paper, *it dries as it writes!* You never need a blotter.

Every stroke is clean and clear and super-smooth.

If you already own a "51" Pen, start at once to enjoy Parker *Superchrome* Ink. If you don't have one, then now is the time to visit your Parker dealer and select one of these most-wanted pens. Remember—only the Parker "51" pen is designed for satisfactory use with this new ink.

Parker *Superchrome* Ink—"packaged" in protective metal—comes in a choice of 5 colors: Super-Blue, Super-Red, Super-Green, Super-Blue-Black, Super-Black. Full year's supply, 4 ounces . . . only 50 cents at good dealers everywhere. The Parker Pen Company, Janesville, Wis. and Toronto, Can.

**Super-Brilliance** Colors up to 60% more brilliant . . . dye content 3 to 10 times greater . . . as compared with ordinary inks. Lines are sharper, more intense.

**Super-Permanence** Eleven times more resistant to fading, on the average, than government standards require. Stays brilliant as long as the paper lasts.

**"Dry Writing"** This ink dries by vertical penetration—not by evaporation. Dries up to 3 times faster than ordinary inks on the market. No blotter is ever needed.



## LETTERS TO THE EDITORS

### BIG ERROR

Sirs:

This is probably one of 11,591 letters you will receive advising you that the picture of Ralph Branca is really



RALPH BRANCA



PETE REISER

that of Pete Reiser ("A Big Sport Season Reaches Peak," *LIFE*, Sept. 1).

HAROLD WARD

Richmond Hill, N.Y.

● We got only 102.—ED.

Sirs:

For *LIFE*'s lead-off page... no runs, no hits and one big error...

ALBERT E. AMETRANO

Syracuse, N.Y.

### AMERICAN WRITERS

Sirs:

It was with a great deal of interest that I read and reread John Chamberlain's article about U.S. writers (*LIFE*, Sept. 1)...

I agree that the revolt of the Teens is not over. I firmly believe there will remain in our literature a strong element of the negation of life that was given us by the writers of the '20s. Here is the reason for my belief.

First is your own statement to the effect that human beings, writers in particular, are partly formed in the nursery, school and home, long before they reach a fighting age, if we consider that war has an effect on literature. That is very true. Now we consider the men who fought the war and we find that by far the majority of them were spawned in that "era of wonderful nonsense." But they were bombarded in their most impressionable years with a credo that was emphasized by the very life they were living. The glitter and high living of the '20s was certainly in sharp contrast with the poverty and deprivation that most prominently characterized the '30s. This created a great feeling of instability and lack of direction and purpose in the very lives of the men who will be emerging in literature in the next decade or two.

I was born in 1920. I knew a wonderful life for my first 10 years. I thought everybody had money. Overnight I knew what poverty was. My mind was formed in those years when the entire world was struggling to lift itself out of the morass into which it had plunged. And then, just when I was beginning to think clearly and even optimistically, along came the war...

I don't think I am alone in this problem. I think the writers and the writing of the '40s and '50s will carry heavily not only the negation of the '20s and '30s but will also be lacking in direction and purpose.

MELVIN SEAW

Hollywood, Calif.

Sirs:

An amazing phenomenon that *LIFE* should publish two long articles about

CONTINUED ON NEXT PAGE

## The Battle That Father Lost



MY DAD'S A CHARACTER, but I love him. He sports an ascot tie, sleeps in a long nightgown, and thinks everything since Teddy Roosevelt's day is "Modernistic."



WELL, HE SEES ME one morning making Borden's Instant Coffee. "What in Sam Hill is that?" says Dad. I tell him Borden's is wonderful coffee. No pot, no grounds, no waste... and delicious!



"NOW LOOK, BEAUTIFUL," says he. "This may be the atomic age and all that, but I'm not drinking any newfangled coffee. You give me old-fashioned ground coffee or I'll smack you!"



SO I PRETENDED to fuss with the percolator but I handed him a cup of Borden's. When he came up for air he reached over and kissed me. "See what I mean, honey?" he said. "This is coffee fit for a king." You should have seen his face when I told him it was Borden's. He thought he knew all about instant coffee... but he didn't know Borden's. Now just try to get him to drink anything else.

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AMERICA'S FASTEST SELLING PURE INSTANT COFFEE

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(Mail to *LIFE*, 540 N. Michigan Ave., Chicago 11, Ill. Or give it to your newsdealer)



# How Powers Models 'GLAMOUR-BATHE' THEIR HAIR TO A VISION OF BEAUTY



Miss Nancy Gage, a champion Powers beauty, uses Kreml Shampoo to keep her hair soft, shiny and easy to arrange.

## Leaves Hair Shining-Bright For Days!

Those radiantly beautiful Powers Models must be up to the minute on every beauty trick. And these famous American Beauties wash *their* hair with Kreml Shampoo. They claim there's nothing better to leave the hair softer, silkier and easier to hold a wave.

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Kreml Shampoo positively contains no harsh chemicals to dry or break the hair. Instead, its beneficial oil base helps keep hair from becoming dry or brittle. It rinses out so easily and *never* leaves any excess soapy film which makes hair look so dull and lifeless.

So before that important date—'glamour-bathe' your hair to its natural shining glory with Kreml Shampoo. Then see if he doesn't whisper "you're beautiful"! At drug, department and 10¢ stores.

# Kreml SHAMPOO

FOR SILKEN-SHEEN HAIR—EASIER TO ARRANGE  
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC

A product of R. H. Sander, Inc.



## LETTERS TO THE EDITORS

CONTINUED

American literature ("Young Writers," June 2 and "American Writers") of the '20s, '30s and '40s and not even mention the name of the American who for the past 40 years has been and remains the most widely read of living writers in the world today!

UPTON SINCLAIR

Monrovia, Calif.

● Author Sinclair is correct when he states that he is the most widely read writer in the world today. His works have been translated into French, Dutch, Norwegian, Swedish, Danish, Icelandic, German, Italian, Spanish, Catalan, Portuguese, Czech, Polish, Lettish, Estonian, Lithuanian, Finnish, Russian, Ukrainian, Turkish, Armenian, Georgian, Yiddish, Tajik, Tartar, Crimean-Tartar, Karelian, Hungarian, Cyrillic, Slovenian, Romanian, Bulgarian, Hebrew, Arabic, Chinese, Hindi, Tamil, Gujarati, Bengali, Marathi, Urdu, Telugu, Singhalese, Japanese, Esperanto and Braille. Says Critic Chamberlain, however, "I did not include Sinclair since I consider *The Jungle* his best novel and it was published in 1906. I was discussing a later period."—ED.

## COSTA RICA REVOLT

Sirs:

In your Aug. 25 issue you ran some pictures of a revolution in Costa Rica which were more than usually accurate inasmuch as everyone was taking a siesta. It may now interest you that War Minister René Picado, the general who was in charge of government troops during the revolt, left here this week for medical treatment in New Orleans. He had survived the recent revolutionary disturbances in his country unscathed. Not so the peace.

The trouble was that Lieut. Colonel Antonio Cartín, second in command, was brooding over the peace terms. He felt that his boss, Picado, did not have the right to promise to punish military men who engaged in politics. He brooded harder than ever over many glasses of wine, suddenly went to his quarters, returned with a Tommy gun. He climbed on a chair, called, "Here I am, general." When Picado looked toward him, he pulled the trigger.

The bullet failed to fire. A few cool heads among the officers present rushed to disarm Cartín. Most rushed for the door. Unfortunately between the tables and the door was War Minister Picado. The crowd knocked him down, kicked him and battered him in the face for the open air.

When calm was finally established Picado ordered the party to continue after first changing to a less strategically vulnerable position than that between the crowd and the door. The next day, with his leg badly swollen, he took to his bed. A few days more and he headed northward.

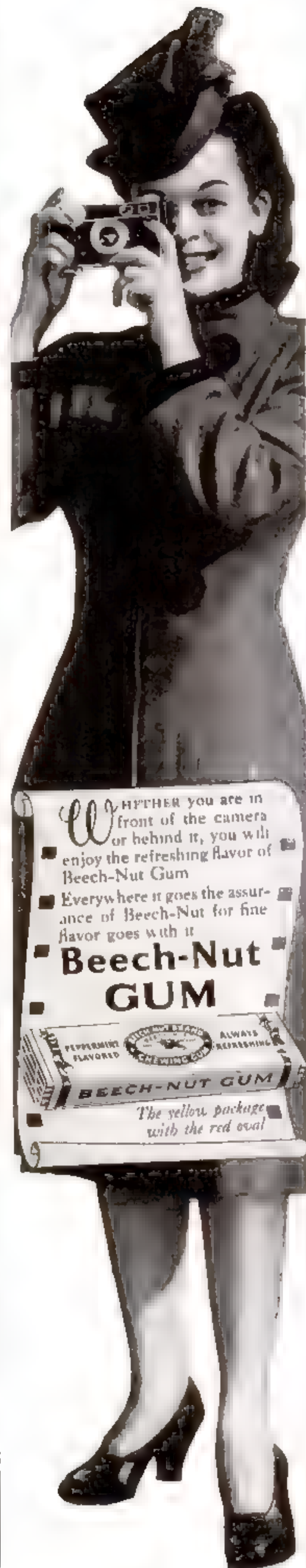
TERENCE L. STOCKEN

San José, Costa Rica

## W.O.W.S.

Sirs:

In your story on the new fashion's waist corsets (LIFE, Sept. 1) you state, "It also represents the American woman's willingness to compress, pad



CONTINUED ON PAGE 23



# RKO's PIC-TOUR OF THE WEEK



"I REMEMBER MAMA"

**WHAT'LL CHARLIE SAY?** Yep, it's EDGAR BERGEN, lovelorn undertaker in George Stevens' production of *I Remember Mama*, which stars IRENE DUNNE. Film version of the Broadway stage hit co-stars BARBARA BEL GEDDES, OSCAR HOMOLKA, PHILIP DORN.



"OUT OF THE PAST"

**RECKLESS FOLLY** of loving another man's woman is brought home to ROBERT MITCHUM in RKO's *Out of the Past*, based on the novel "Build My Gallows High." Here Mitchum shares closeup with JANE GREER, who plays a lady of great charm but little, if any, conscience.



"THE FUGITIVE"

**CHANCE MEETING** between DOLORES DEL RIO, deserted mother, and PEDRO ARMENDARIZ, father of her child, provides a poignant moment in *The Fugitive*, directed by JOHN FORD. Title role is played by HENRY FONDA. A John Ford-Merian Cooper Argosy Production.



"FIGHTING FATHER DUNNE"

**RUMORS ARE FLYING** around Hollywood about PAT O'BRIEN's portrayal of title role in RKO's *Fighting Father Dunne*. Preview reports say it tops even his greatest screen performance. Above, Father Dunne ladles out food to hungry urchins, at home he established for newsboys.

THESE BIG RKO PICTURES WILL  
SOON BE SHOWN AT YOUR THEATRE







## "That little whisper left me worried sick"



"OUR FAMILY doctor told me that it's normal and healthy to perspire. But that's no excuse for having 'B.O.' . . . and I got some Lifebuoy right away!"

"IT WAS cleaning day when Helen and Grace dropped in unexpectedly. I'll admit I was hot and perspire. But the shock of hearing friends whisper that I had 'B.O.' worried and upset me for days."



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## LETTERS TO THE EDITORS

—CONTINUED—

and otherwise distort her natural body into the unnatural shapes dictated by high fashion." I should like to know on what you have based such a statement.

I have talked with a great many women in the San Francisco Bay area, and 99% of them are against the new longer dresses and the padded hips as well as the waist corsets. I have received letters from all over the U.S., from men and women who are indignant about the new styles. The Little-Below-The-Knee Club has well over 1,500 members; the W.O.W.S. (Women's Organization to War on Styles) has gone over the 1,000 mark, and other clubs are springing up throughout the country. The consensus seems to be that the American women are not willing to compress, pad and otherwise distort their natural bodies and will not do so in spite of the dictates of high fashion.

CAROL REYNOLDS  
President

W.O.W.S.  
Albany, Calif

● Nevertheless, it looks like a losing battle. See pages 115 to 125 of this issue.—ED

### NO CONCUBINES

Sirs:

Many foreign publications have long held fantastic notions about our maharajas, and apparently LIFE is no exception. In your story on the caste system (LIFE, May 19) which has recently reached India you ascribe to the Maharaja of Bikaner a number of concubines and even attempt to show where they live. Whence LIFE got its information is somewhat mysterious. It can emphatically be stated without hesitation that not only is there no truth whatever, but the words are regarded as highly offensive and seriously damaging to his personal reputation and standard of life. The family life of His Highness is most dear to him and the mode of life suggested by your statement is entirely foreign to his way of thought. Neither has His Highness any concubines nor do they live in the palace. . . .

NARAIN SINGH  
Director of Publicity

Bikaner State  
New Delhi, India

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Give me the right food and watch me grow!



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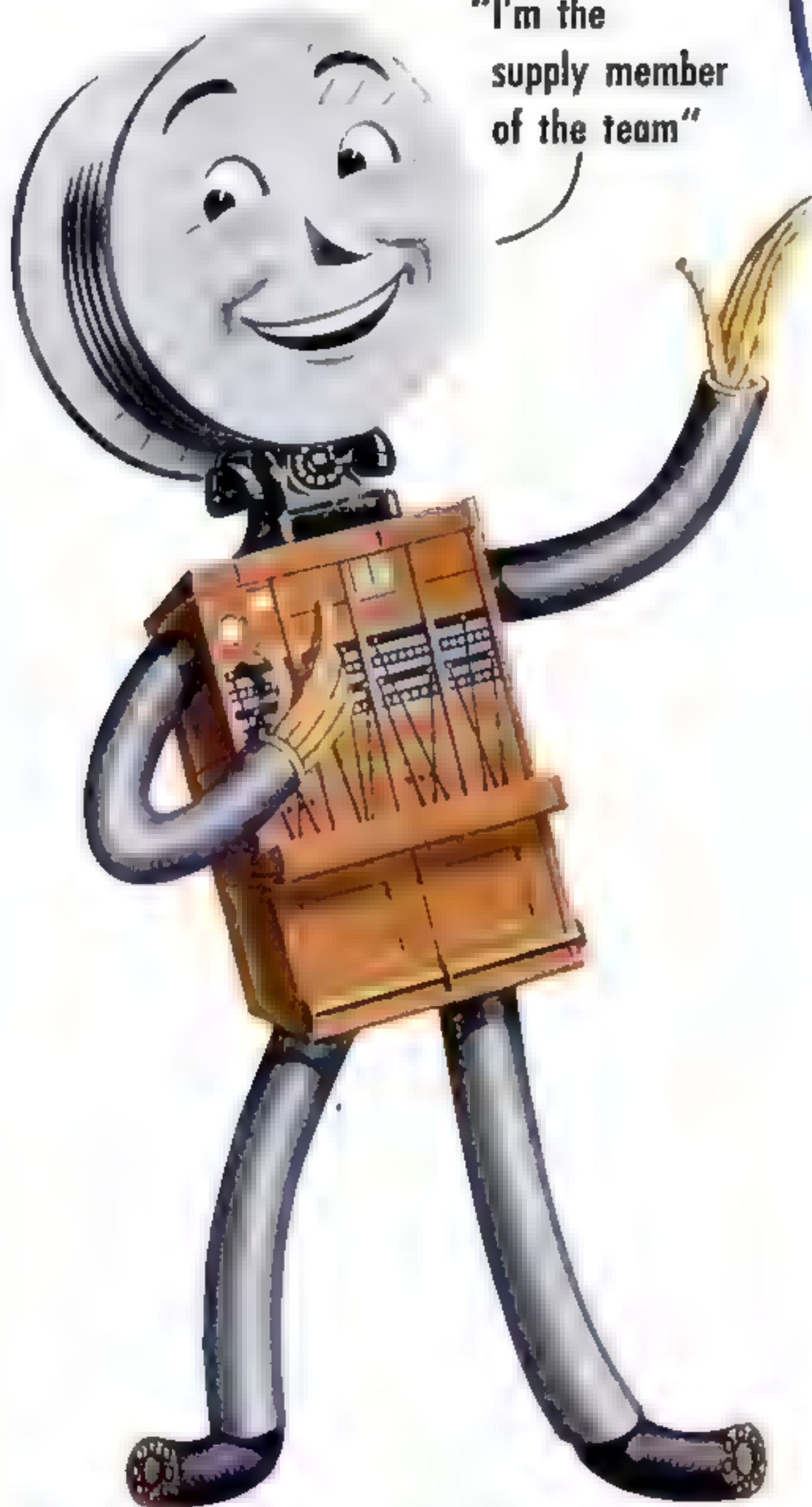
Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D and E . . . Meat Meal . . . Fish Liver Oil . . . Whole Wheat Flour . . . Minerals . . . Milk

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office equipment.



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# What goes on here?

What goes on here may be important to you. It's a test of toothbrush bristles.

The red brush is made with ordinary bristle. The green brush—a Pro-phy-lac-tic Prolon Tooth Brush—is made with bristle that is *rounded* at the ends. It's the *only* tooth brush in the world that gives you round-end bristle.

## Tests Showed This Result:

The two brushes were rubbed across the forearm until the scratching effect of the ~~brush~~ *brush* resulted in an actual rupturing of the ~~skin~~ *skin*. *Protons*, when such a rupture occurred, was there ~~any~~ break in the skin under the *rounded* Prolon bristle.

Of course, this test was made on the arm—not on the gums. Yet we believe it indicates an important refinement in tooth brush design. Many authorities say that, with your dentist's advice, you should use your tooth brush to ~~massage~~ *massage* the gums as well as to *clean your teeth*. Pro-phy-lac-tic Prolon round-end bristle is *designed* for *massage*—to permit healthful, gentle gum stimulation.

## Designed to be Gentler

In these days of two prevalent gum disorders, it's just good common sense to follow your dentist's advice about ~~massage~~ *massage* the gums with a tooth brush especially designed to be gentle to your gums.

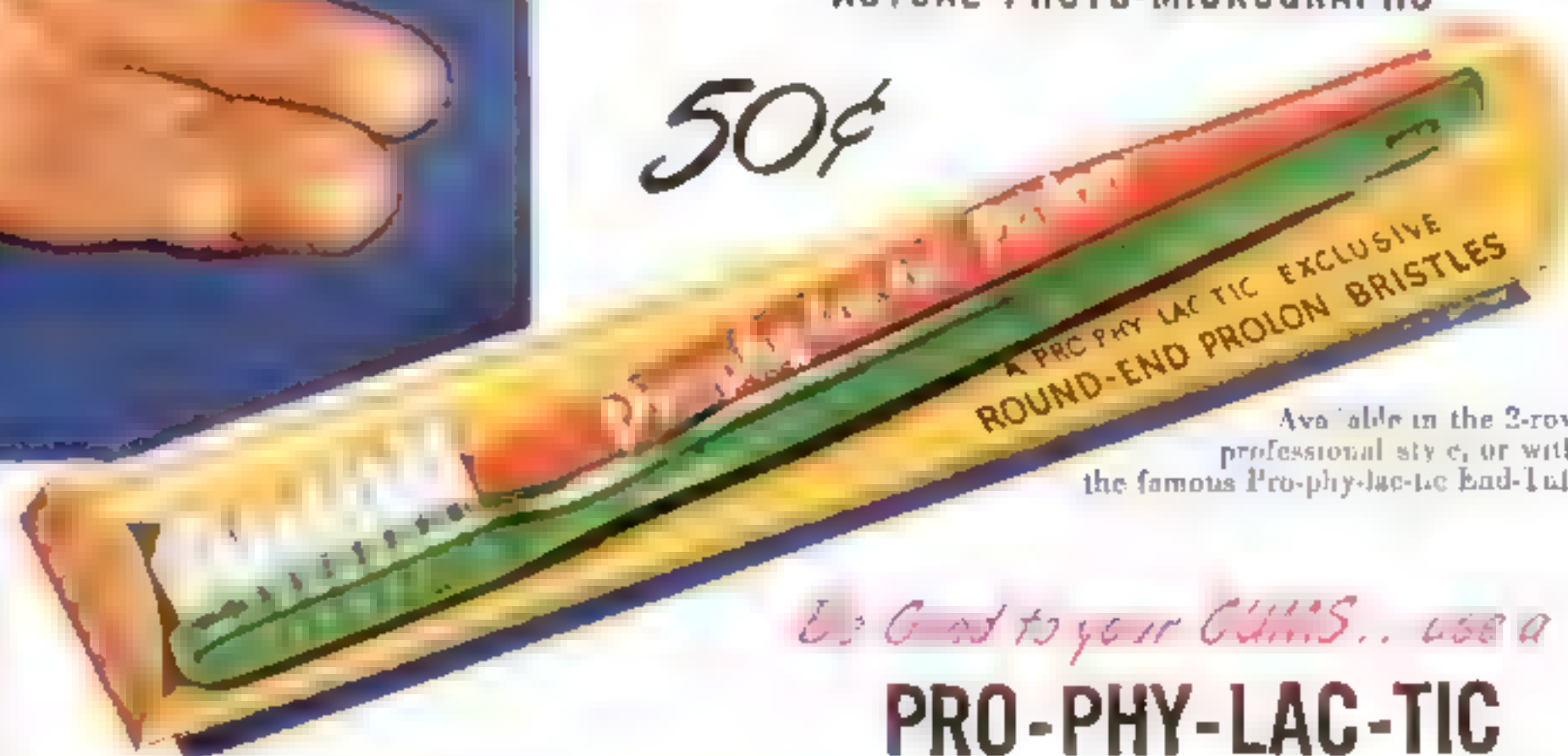
Pro-phy-lac-tic Prolon Tooth Brushes are available with the famous end-tuft, or in the 2-row professional style preferred by many dentists. In either type you get Prolon, our ~~new~~ *new* Du Pont synthetic bristle, *plus* the ~~exclusive~~ *exclusive* of the bristle tufts to permit easy cleaning and ~~massage~~ *massage* of your gums.

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PROLON TOOTH BRUSH**

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### LIFE'S COVER

The girl on LIFE's cover this week is wearing a new necklace devised by Michael Paul, jewelry designer for Hattie Carnegie, to go with the new fashions (pp. 115-125). Like most professional models she has a name with memory value. It is Truly Barbara (her real name is Barbara Louise Heine). She acquired the Truly Barbara when she first started modeling and her face began appearing in national magazines. Her mother's friends in Philadelphia saw it and always asked, "Was that truly Barbara?" It truly was. It truly is on page 123, too.

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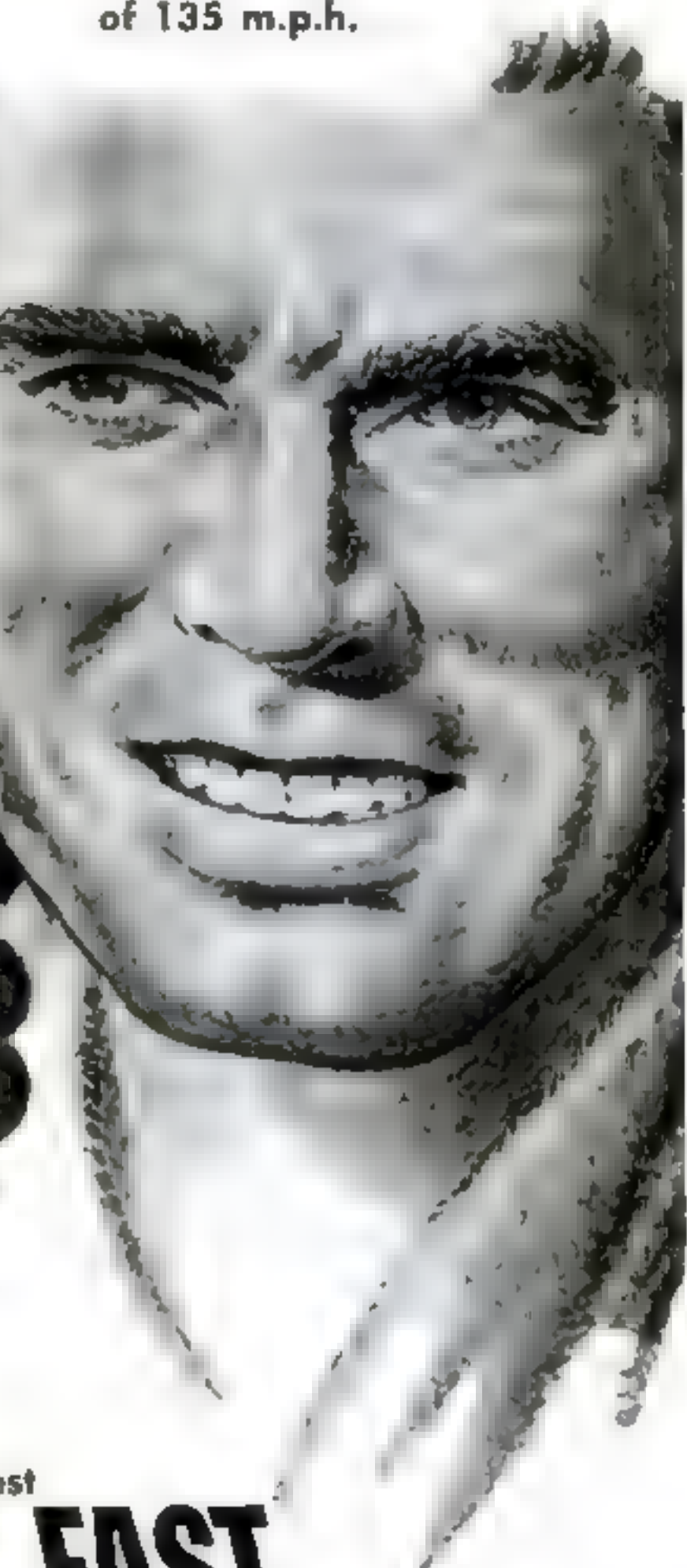
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# BAYER ASPIRIN





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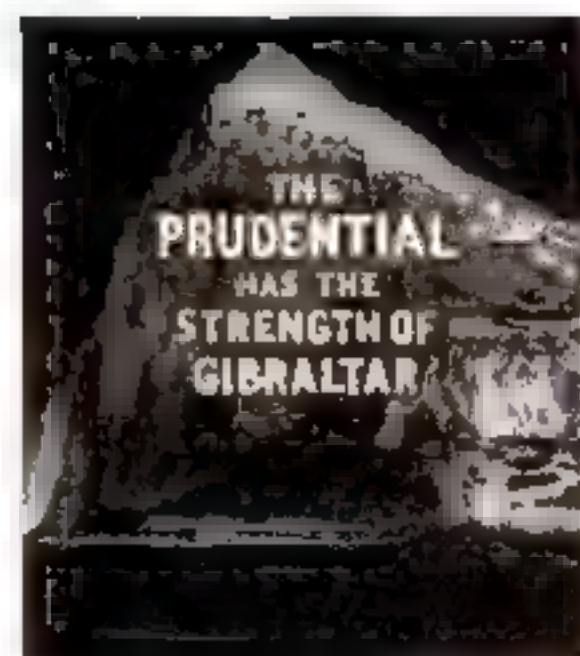
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AT THE HAMBURG DOCKS FOUR BRITISH TOMMIES, ARMED WITH TRUNCHEONS, HAUL ONE OF THE "EXODUS'S" STRUGGLING PASSENGERS BACK ONTO GERMAN SOIL

## "EXODUS" REFUGEES END TRAGIC VOYAGE

On the humid afternoon of Sept. 9, amid scenes of struggle like the one above, another tragic chapter in the troubled history of the Jewish people ended in Hamburg, Germany. Nearly two months before, a band of 4,554 Jewish refugees, many of whom had suffered in concentration camps, sailed from the French port of Sète in an old Chesapeake Bay excursion boat renamed *Exodus 1947*. Those who went aboard knew the risks of trying to enter Palestine illegally but they had hoped, somehow, to break through the British naval blockade.

The *Exodus* never had a chance. It was intercepted, rammed and boarded and its passengers removed to three British transports. The refugees fought for more than three hours, hurling sticks and food cans at British sailors before the transfer was made. Three Jews were killed, 217 injured.

Then began the long voyage back. Clinging to their all-consuming aim of reaching Palestine, the refugees refused an invitation to land in France. They sweltered in the holds of the transport ships, painted swastikas on the Union Jack and went on

hunger strikes as the story of their plight grew into bigger and bigger headlines.

At last the British decided to land the refugees at Hamburg. This brought protests from Jewish organizations in the U.S. (pp. 36-37) and from the U.S. and French governments. The miserable refugees were caught between a British decision that some felt might discourage further illegal immigration and the conflicting decision by some zealots which allowed martyrs to be made of the refugees in the interest of long-term Zionist planning.





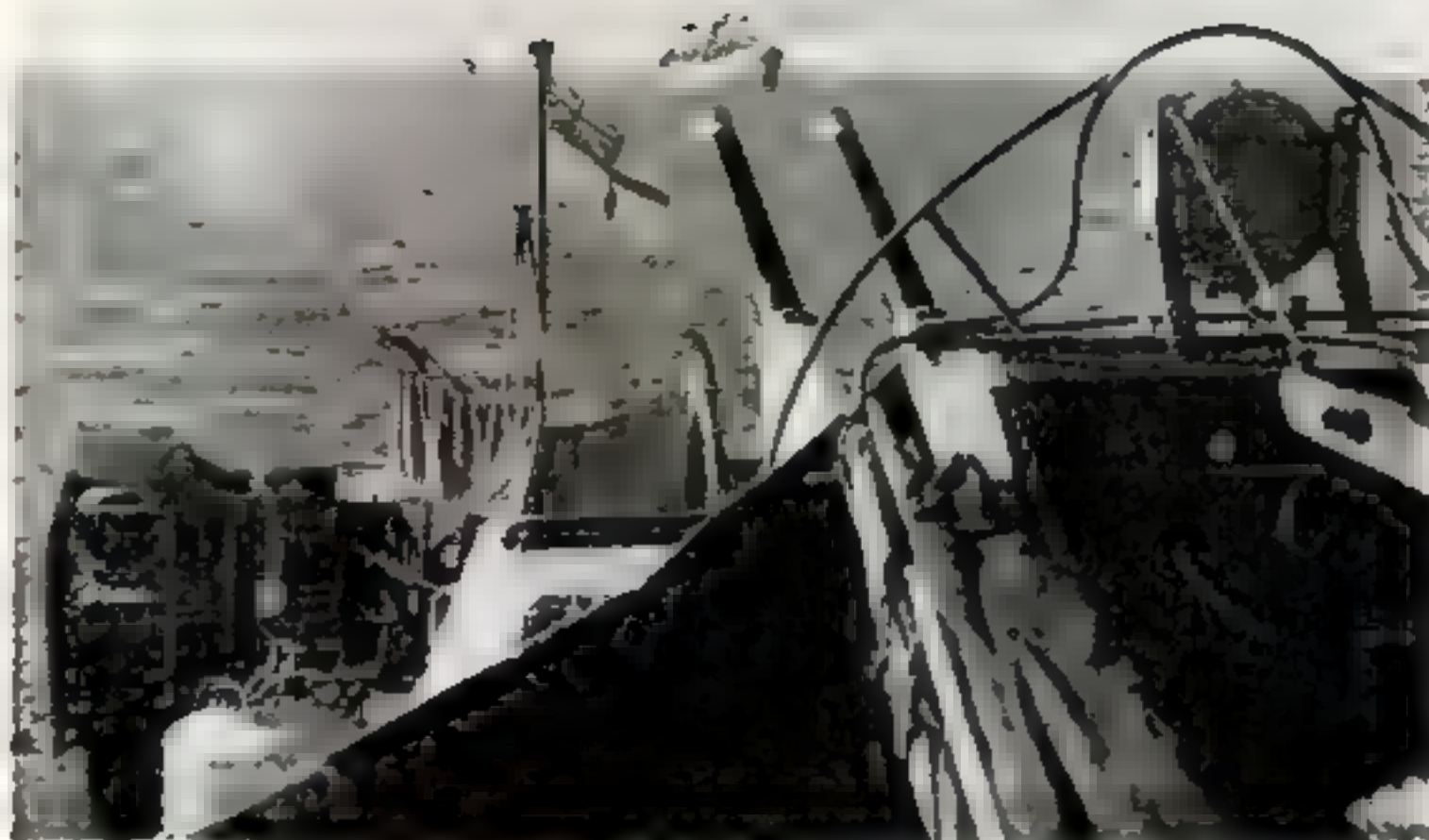
**SHOVING AGAINST WIRE NETTING** on train taking them from Hamburg to an internment camp, refugee boys manage to break it away from window. This happened

in many cars, but German attendants always replaced the netting before anyone could escape. Once a pushed-out piece of wire brushed four Germans off a passing regular train.





**RIOT PRACTICE** is held by British soldiers awaiting the arrival of the refugees at Hamburg. The soldiers carried no firearms but would have used tear gas if necessary.



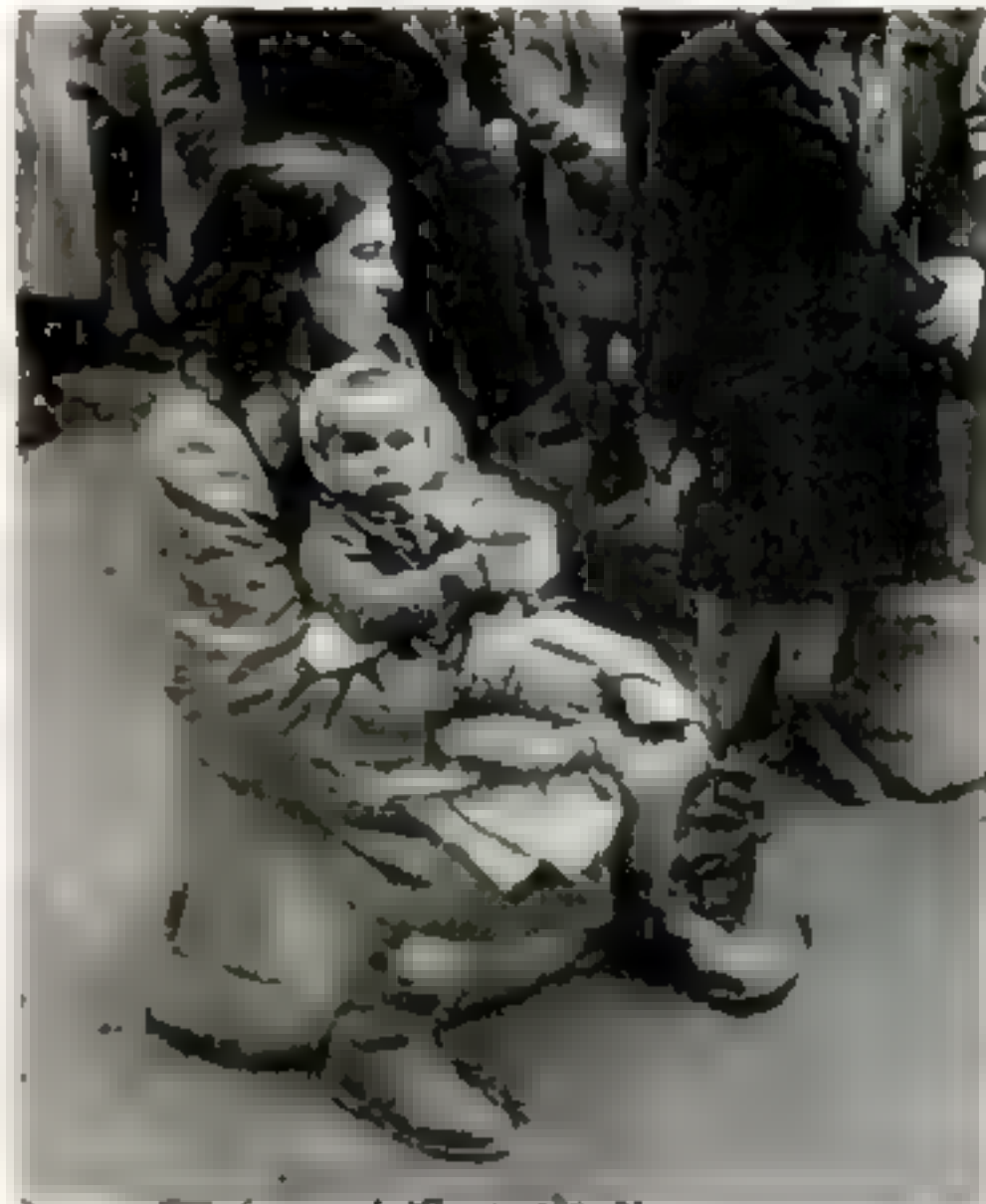
**THE CONVOY**, guarded by navy guns, is shown approaching Hamburg with *Exodus* refugees. This photograph was taken from a British warship the day before the landing.



**STRUGGLING WOMAN** is carried from train by soldier to the vans waiting to take refugees to prison camp.



**WITHOUT A STRUGGLE** two women walk toward the vans, a smiling soldier helping to carry their baggage.



**AT PRISON CAMP** a weary woman refugee, waiting turn in delousing tent, rests with baby on her baggage.



**THWARTED CORRESPONDENTS** (foreground) wait behind fence which bars them from the refugee train. British handling of press arrangements was completely fouled up.



**INSIDE PRISON CAMP** some of the younger refugees work off their anger in a folk dance. They live 80 to a small Nissen hut and sleep on burlap-covered straw mattresses.



"Exodus 1947" CONTINUED

# U.S. GROUPS SUPPORT THE REFUGEES' CAUSE

In the U.S. today there are more than 300 organizations directly concerned with the problem of the Jewish refugee. Some are old-line Zionist groups which believe that Jewry's sole hope of salvation lies in the establishment of a national home in Palestine. A few have been organized recently to sup-

port the Jewish resistance. Many are non-Zionist relief and rehabilitation committees which try to help needy Jews both in Palestine and elsewhere.

On these pages LIFE presents leaders of 15 of the most important of these organizations. They range from the militant Americans for Haganah, who



**JEWISH AGENCY** for Palestine is recognized by British as official representative of Palestinian community. Its political chief, Moshé Shertok, has headquarters in Jerusalem and is shown as he visited New York branch.



**AMERICAN ZIONIST EMERGENCY COUNCIL** handles public relations for all of the U.S. Zionist groups. Its chairman, Dr. Abba Hillel Silver, also is chairman of the American section of the Jewish Agency for Palestine.



**AMERICAN JEWISH CONFERENCE** speaks for 62 Jewish organizations and seeks to secure the rights of all Jews in Europe as well as in Palestine. Louis Lipsky, its chairman, was a delegate to World Zionist Conference.



**ZIONIST REVISIONISTS** is militant group whose fiery spokesman, Dr. Morris Giloni, demands Jewish state on both sides of Jordan River as in biblical times.



**JEWISH NATIONAL FUND** buys land for the Jewish community in Palestine, is largely U.S.-financed under direction of Judge Morris Rothenberg.



**HADASSAH** is women's Zionist organization of America. Under the leadership of Mrs. Judith Epstein it has aided in the development of medical care in Palestine.



**AMERICAN LEAGUE** for a Free Palestine under Movie Writer Ben Hecht supports terrorists. It has sent the refugee ship *Ben Hecht*, which was intercepted.



**MIZRACHI** is the orthodox religious wing of the Zionist movement, seeks religious as well as political rebirth for the Palestine homeland. Its leaders include Rabbi Max Kirschblum (left), Rabbi Seymour Zambrowsky.



**LABOR ZIONIST ORGANIZATION** wants noncompetitive, cooperative settlements in Palestine. Under picture of Theodor Herzl, founder of Zionism, are representatives of five groups that compose organization.



**AMERICANS FOR HAGANAH** supports unrestricted immigration into Palestine. Its president, Abraham Feinberg (center), here confers with Executive Director David Wahl and Helen Waren, a committee member.



have helped sponsor immigration ships like the *Exodus 1947*, to the nonpolitical Joint Distribution Committee which has succored Jewish unfortunates for years. Although there is intense rivalry between some of the groups, all have an interest in Palestine because of the many Jews already living there.



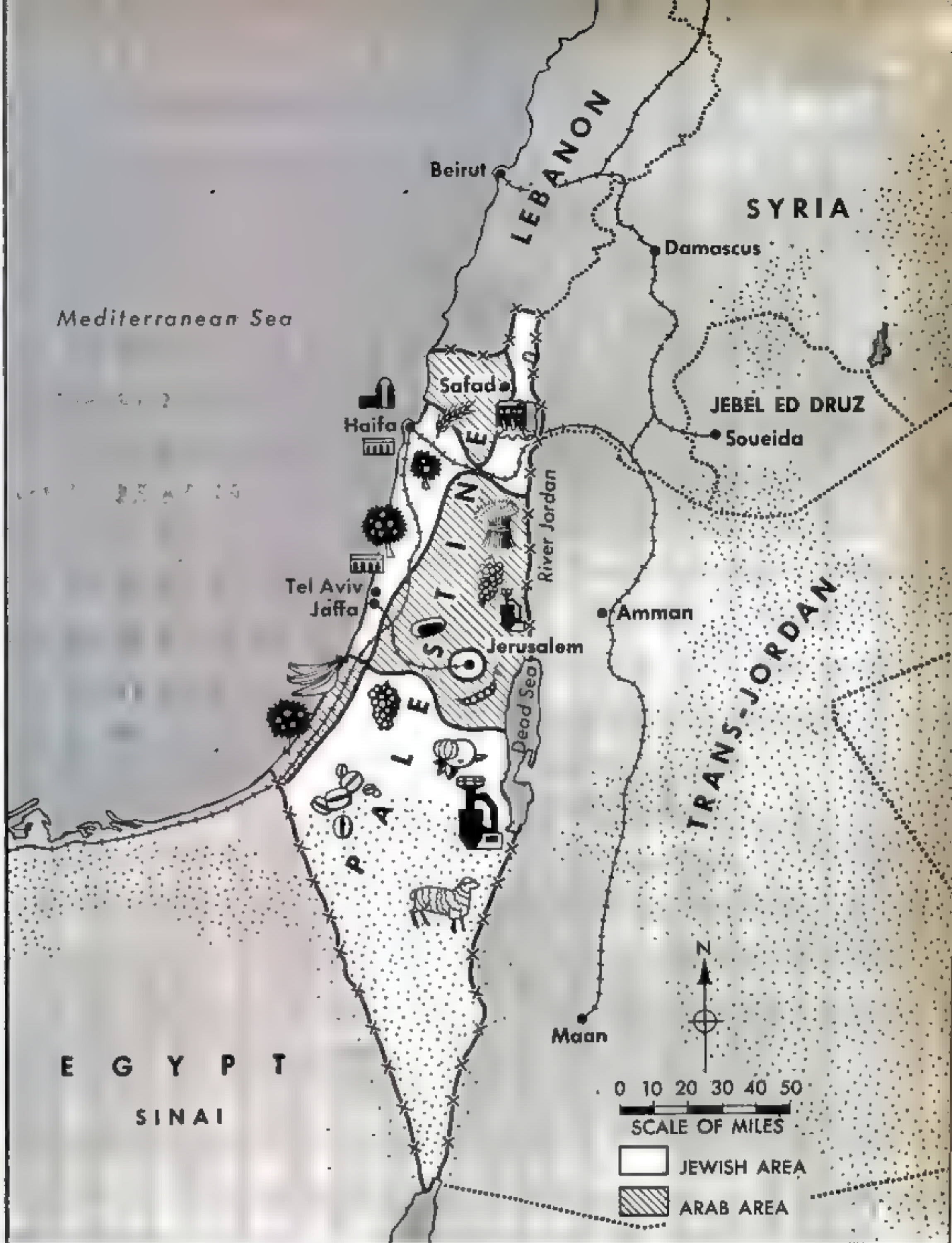
**AMERICAN JEWISH CONGRESS**, directed by Rabbi Stephan S. Wise, has affiliates in 59 countries and is listed as a UNESCO consultant. Not a formal Zionist organization, the A.J.C. nevertheless supports Zionist aims.



**JOINT DISTRIBUTION COMMITTEE** is nonpolitical relief group which aids all distressed Jews overseas. It furnished supplies to the *Exodus* refugees. Edward M. Warburg (right) and Moses A. Leavitt direct J.D.C.



**AMERICAN JEWISH COMMITTEE** has defended Jewish civil and religious rights throughout world since 1906. Under its president, ex-Judge Joseph M. Proskauer (back row, center), it aids but does not espouse Zionism.



**PALESTINE PARTITION** proposed by U.N. Commission has met intense Arab opposition and a mixed Jewish reaction. Partition would give Jews central citrus coast and Haifa and Tel Aviv plants and refineries; the barley,

melon and desert lands to the south, and the northeast with its hydroelectric plant (above). Arab areas would include central truck, wheat and melon lands and southern citrus coast. Jerusalem would be under trusteeship.



**ZIONIST ORGANIZATION** of America is "center" party of Zionism, dedicated to making Palestine a Jewish national home. Its leaders include Mendel Fisher (left). Dr. Israel Goldstein, Jacques Torczyner (right).



**UNITED JEWISH APPEAL** finances three groups, of which two are involved in overseas relief and Palestine resettlement. Here Chairman William Rosenwald (left) and Edward Warburg chat with Bernard Baruch (right).



# THE MARSHALL PLAN: OUR MOVE NEXT

THE U.S. FACES A CRUCIAL DECISION. SOME THINGS TO BEAR IN MIND WHEN DECIDING

We can all thank Secretary Marshall for a fairly easy summer. Most of the heavy sweating since June has been done by European statesmen in Paris, at Marshall's behest. But America's vacation is drawing to a close. The Paris conferees have agreed on a plan for the economic salvation of Europe; at this writing they are polishing it up for Washington's perusal. The ball is coming back over the net into our court.

Perhaps we even need to remind ourselves what this game is all about. Like everything else these days it goes back to the Russian problem. Walter Lippmann is telling at length in his current columns why a U.S. policy of mere containment of Russian expansion, as prescribed by the famous Mr. X (*LIFE*, July 28) won't do. And indeed it is not in the American character just to play cat to the Russian mouse. That is why the so-called Truman Doctrine, being merely defensive, has not enlisted much enthusiasm either here or abroad. But the Marshall Plan, our second big move in the "cold war," was designed as an attack.

Marshall's proposal drew an economic line through Europe. The countries to the east of this line became Russian economic territory. Those to the west of it were reconciled to this division by the prospect, which Marshall held out, of U.S. economic aid. Marshall asked the Western Europeans to tell us exactly how much aid they need and also to prove they are doing their utmost toward helping themselves.

## Check List

It is now up to us to decide whether they have earned U.S. assistance. This will be the most important decision which Congress will face for some time. It may prove the most important decision of the 20th Century. Hence even before Congress meets, and even before the terms of the Paris proposition are known, we had better get ready to face it.

We don't *have* to accept this deal. If the terms don't come up to certain specifications, we may do better to turn it down. But let's be quite clear about those specifications. Here is a check list of them:

1 THE AMOUNT IN DOLLARS, WHILE BOUND TO BE HUGE, IS NOT OF PRIMARY IMPORTANCE. Any congressman who will boggle at \$30 billion but will vote for \$10 billion, and has no other criterion, doesn't know what he is doing. The one and only purpose of the Marshall Plan is to get Europe on its feet and on the road to economic self-reliance. If the terms offer a reasonable hope of doing that, they are worth as much as they cost. If they don't, they aren't worth a dime.

2 WE SHOULD MAKE A LONG COMMITMENT (PROBABLY 1947-51) BUT IT SHOULD BE PERIODICALLY REVIEWABLE. This almost goes without saying. If the Europeans fail at any point in their part of the bargain, we can of course cut any line of credit right there. Some degree

of continuing supervision on our part will be advisable.

3 GERMANY MUST GO BACK TO WORK. According to reports the French have not proved as difficult on this point as was feared. In western Germany the official ceiling on production is already being raised, though this is just another paper ceiling and actual production is disastrously low. At any rate the Potsdam policy of "statutory stagnation," as *The Economist* calls it, is obsolete and discredited. We must simply make sure that the Marshall terms do nothing to bring it back.

4 THOUGH WE CAN INFLUENCE THE FORM OF EUROPE'S ECONOMY, WE CAN'T DICTATE IT. Harold Stassen has come out against further loans to England unless she promises not to nationalize her iron and steel. In hoping England won't nationalize her iron and steel, Stassen undoubtedly speaks for informed U.S. opinion and also for common sense. It is becoming clearer daily that British experiments in socialism are playing hob with British recovery. Moreover Americans don't like to see their money going to make socialism any easier. And yet it would be both difficult and unwise to make this wish a proviso of intergovernmental aid or to write it into the bond. The only people who can reverse the dismal bureaucratic trend in Britain are the British. Our proper role is to help them open their eyes.

5 IF POSSIBLE, MAKE IT ALL ONE PACKAGE. Europe is so desperately short of dollars that a special session of Congress may be called to pass the Marshall Plan. What they need at once is food and coal for this winter. Congress should not try to duck its job by passing an emergency loan for this winter and postponing the real decision. If possible, even emergency orders should be part of the whole reconstruction deal, so that Europe will start fulfilling its own self-help obligations as soon as possible.

6 THE GOAL OF EUROPEAN UNITY SHOULD BE VISIBLE. There has been steady U.S. pressure at Paris toward this. Last week 13 nations decided to meet to discuss a European customs union, which the French and some British think can be achieved in 10 years. Fine! For some of the reasons why America's interest lies in the direction of a unified Europe, see the article on page 77.

There remains what may be the controlling consideration: the economic effect of the Marshall Plan on the U.S. Have we enough resources to put Europe on its feet? Will the deal push our price level still higher?

Secretary of Commerce Harriman has had three committees working on the answer to that. But with all due respect to his economists, we don't really need their figures in this case. Our fulfillment of the Marshall Plan will obviously 1) hurt us, and hurt bad, but 2) it won't kill us, and 3) if it saves Europe it will be cheap at any price.

The first year of the Marshall Plan will be

the hardest. The poor corn crop will make it harder for us to maintain the enormous grain shipments of the past year unless we eat less bread and meat ourselves. Considering that our meat consumption (even at current prices) is 25% higher per capita than before the war, a few meatless and wheatless days are very much in order.

The next greatest need of the Europeans is for the tools and machines that will put them back in business. Their orders for these will compete directly with U.S. industry's own capital improvements. The latter are now running at an unprecedented rate, so that foreign orders are and will be standing at the end of a very long line. The State Department and U.S. industry had better start working out a solution to this problem.

But a little perspective on the Marshall Plan will reduce these difficulties. After all the highest dollar figure mentioned at Paris (\$30 billion) works out to only \$7.5 billion a year over the four years. This is slightly less than our current surplus of exports over imports, the measure of foreign trade's contribution to our inflation now. It is a drop in the bucket of our domestic inflationary pressures. Indeed if Europe comes shopping here as a unit, with an orderly four-year list, the effect on our markets should be far less inflationary than the present wild scramble. Remember, the Marshall Plan will not be superimposed on current demands. It is just a way to keep Europe's part of that demand going.

Economist Sumner Slichter in a recent article listed eight common errors in our economic thinking. At the top of the list he placed the "failure to appreciate the enormous dynamic possibilities of the American economy." His own estimate of the national income for the years 1956-60 is \$260 billion—nearly a third higher than now. If by then Europe is also in business at the old stand, we can together lead such a crusade for prosperity in the rest of the world as has never been seen. Communism will have lost its favorite breeding ground, the swamp of economic hopelessness. The Marshall Plan will have proved to be the D-day of the peace.

It can be, if we—and Europe—show coolness and imagination now.

## PICTURE OF THE WEEK: ➔

On Sept. 5 a prairie fire swept across the ripening grainfields northeast of Pierre, S.Dak. It killed 3,000 head of cattle, thousands of pheasants and destroyed \$2 million worth of hay, wheat and fence posts. Hundreds of farmers and hired hands from 200 ranches and farms along a 27-mile front fought the spreading flames. By plowing protective furrows and starting backfires they saved nearly all the farmhouses and the remote schoolhouse (opposite). The following day kids scuffed through the ash-black soil and stubble on their way to school.





PROTECTING ROWS OF HASTILY PLOWED EARTH SAVE  
A LONELY SCHOOLHOUSE FROM A PRAIRIE FIRE THAT  
BLACKENED 600 SQUARE MILES OF DAKOTA FARMLAND



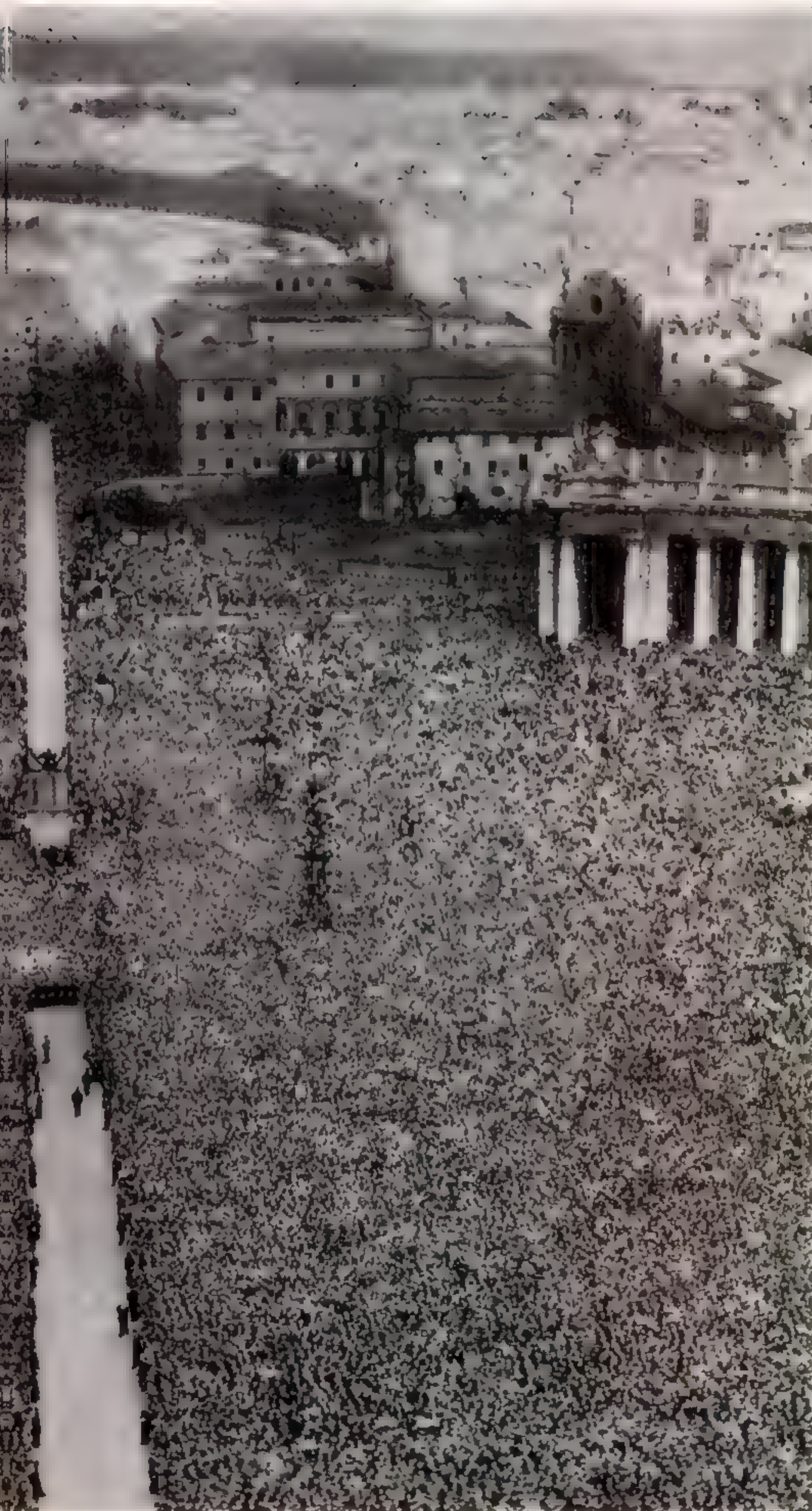


**CROWD FILLING THE 20 ACRES** of St. Peter's Square in Rome gathered to hear Pope Pius XII's un-

precedented appeal for Catholics all over the world to take militant action in defense of their faith. Despite its

huge size, estimated at 100,000 to 200,000, the crowd was orderly and reverent as a pathway was cleared so His





Holiness could be carried through on his gestatorial chair (right) to the steps of St. Peter's cathedral (out of sight

in foreground). The above view looks down on the obelisk toward the Tiber and, in the distance, the Alban Hills.



HIS HOLINESS WAVES TO CROWD AFTER HIS SPEECH

## ST. PETER'S CROWD HEARS POPE SPEAK

He sees grave danger in two worlds

In Rome on Sept. 7 European members of Catholic Action gathered to celebrate the 25th anniversary of the lay organization dedicated to the vigorous promotion of Catholic principles in everyday life. Leftists attacked the celebration as an intrusion into Italian politics and an attempt to back Premier de Gasperi's non-Communist government. Despite this criticism St. Peter's Square (left) was jammed to the colonnades at the climax of the celebration. There the crowd heard Pope Pius XII give Action delegates their 1947 marching orders.

Although His Holiness made no specific mention of communism, he declared that the world is divided into two "opposing fronts in the religious and moral fields" and warned that "even a few minutes can decide the victory." Then he took the offensive in a field in which Communists in poverty-ridden Italy have scored heavily. Harking back to Leo XIII's encyclical, *Rerum Novarum*, the Pontiff reaffirmed the Church's interest in fair distribution of wealth and welfare of the masses. "The time for reflection and planning is past; now is the time for action. Are you ready?" he asked. The crowd roared, "Yes!"



CARRIED TO THRONE on St. Peter's steps, Pope Pius blesses worshipers who step back as he passes by.





WHILE "ISLAND QUEEN" BURNS AT HER DOCK (ABOVE) RESCUERS (BELOW) PULL SURVIVOR FROM THE WATER



**STEAMER EXPLODES** On the afternoon of Sept. 9 in Pittsburgh, Pa. a huge passenger steamer named the *Island Queen* suddenly blew up and burned in the Monongahela River. Of 96 crewmen, concessionaires and musicians on board. 21 died in the blast or

drowned before they could be pulled from the oily water. At least 17 others were injured. Despite this shocking casualty list Pittsburghers could only think with numb relief of what might have happened. That night the 4,000-passenger steamer had been scheduled to take out a big crowd for a cruise on the river.



**BUSES CRASH** On the morning of Sept. 11 in Chicago a double-decker bus stalled on Lake Shore Drive. While the passengers got out, a second double-decker smashed into its rear and sent it plunging into the crowd of discharged passengers. Police, supervising the rush-



**PRICES SOAR** On Sept. 9 at the Department of Agriculture's research center in Beltsville, Md., a photographer arranged a houseful of laying hens and their product in one of the year's most painful gag pictures (above). Although high employment and other signs of pros-





hour traffic, raced to give what aid they could. Ambulances removed 29 people, including the two critically injured women at left above. But for the 19-year-old girl beneath bus no rescuers could arrive in time. The wheels of the ponderous vehicle had passed over her body and she was beyond all help.



perity continued, whirling prices last week were within 7% of the all-time high of May 1920. On Sept. 12 in Chicago wholesale prices of basic foods including eggs took a sharp drop, but before the decline reaches retail levels, this "\$1.00 per doz." sign may turn out to be handy price tag for the corner grocer.



AT ORNATE BRAZILIAN FOREIGN MINISTRY, DANCERS STAGE A BALLET FOR THE PARTY OF PRESIDENT TRUMAN



AFTER NARROW ESCAPE ON TREACHEROUS MOUNTAIN ROAD (ABOVE) TRUMAN (BELOW) RELAXES AT THE PIANO



**TRUMAN ENDS TRIP** As President Truman and family returned from Brazil, pictures from Rio de Janeiro revealed that he had not been entirely occupied with stern statesmanship. Although he was entertained at an outdoor ballet (*top*) he had some

far-from-entertaining moments (*center*) on a mountain road outside Rio when his car skidded close to a sharp precipice. It took half a dozen worried Secret Service men and some M.P.s to shove it back on the road. When he reached his destination, the unruffled President sat down to entertain his hosts at piano.





**BIGGEST PAINTING** in sale was *Christ's Entry Into Jerusalem*, which measured 20 by 30 feet and had to be

stretched on the floor for public inspection. Doré, who lived from 1833 to 1883, produced 75,000 paintings, en-

gravings, illustrations. In addition to biblical and literary subjects he liked to do nudes like those in rear, above.





**HIGH BIDDER** John Holzworth (center) stands beside Jules Brasser, whom he outbid for the whole collection.

## THE DIFFICULTY WITH GUSTAVE DORÉ

**Warehouse finds long-missing art  
but has trouble getting rid of it**

This spring the officials of New York City's Manhattan Storage & Warehouse Co. opened some unclaimed crates and got the surprise of their lives. In the huge crates was a collection of works of Paul Gustave Doré, the famous engraver of Bible illustrations. They had been in the warehouse 49 years, after a triumphal tour of the U.S. They were valued then at about \$300,000, but for the last 20 years the storage bills had been returned unopened and unpaid. The owners had simply disappeared.

Last week, to collect \$9,000 in storage bills, the officials put up the collection at auction and discovered that the market for Doré had fallen sadly. The whole batch of 82 paintings, drawings and photographs, many of monumental size (*opposite page*), went for \$12,500 to a lawyer named John Michael Holzworth. But the storage officials were relieved to have the bills off their minds and the crates out of their warehouse.

The next day, however, the officials were not so sure they were rid of either. New York police arrested Holzworth on a charge of passing bad checks. The record revealed that Holzworth, who is 59, has led an interesting life. In 1933 he was thrown out of a Kansas Young Democrats convention for being a Republican spy. In 1929 he shot a grizzly bear and named it "Ursus Holzworthi." Once he represented 300 inmates of a Washington, D.C. reformatory.

Holzworth's reaction to his arrest in New York last week was also interesting. He skipped his New York bail and went to Washington, D.C. where he was arrested by the FBI. The charge: more bad checks. With a sigh the Manhattan Storage & Warehouse Co., not sure how much Holzworth's \$500 down-payment checks were worth, wondered whether it would have to hold another auction.



**AT THE AUCTION** about 250 people made sporadic bids, one as low as \$6. Here the auctioneer's assistant

holds up a small drawing while the spotter (left, standing) watches for signals from bidders in the audience.



**"THE BRAZEN SERPENT"** by Doré covers more than 500 square feet of canvas. It shows Moses command-

ing his people to look on the serpent and be cured. Those lying in foreground have not yet had strength to look.





AT FOREST HILLS, N.Y. TENNIS SPECTATORS PEER UNDERNEATH A GREEN CURTAIN WHICH MAKES WHITE BALLS SHOW UP BETTER AND SERVES AS WINDBREAK

# TENNIS PEEPERS

They pay \$1.20 to see U.S. tennis championships from the ground up

The intent people in the picture above have paid \$1.20 each for the dubious privilege of lying flat on their stomachs. That was the only way it was possible for them to watch Frank Parker and Francisco ("Pancho") Segura fight it out in the quarter-finals of the U.S. national singles tennis tournament last week at Forest Hills, N.Y. Tennis ordinarily does not attract a "knot-hole gang" and there were empty seats nearby in the horseshoe stadium, where Champion Jack Kramer was

polishing off Bob Falkenburg. But that was dull stuff. The bitterly contested Parker-Segura match was much more fun; and people who could not find seats in the small grandstand stretched forward and peeked under the green curtain (*above*). Parker won and the next day he also eliminated Australia's veteran Davis Cup player, Jack Bromwich. Parker surprised everyone when he forced Kramer, shot full of penicillin for an attack of boils, to five sets before losing to the champion.





## *An Old-Fashioned Soup*

The year is 1747. Let's wander back, in fancy, to a Colonial kitchen in that long ago. It's suppertime, and a young wife is bustling about the wide hearth. From an iron fireplace crane swings a softly bubbling kettle of chicken noodle soup sending forth tantalizing wisps of fragrant steam. She's spent hours simmering a plump chicken, rolling the egg noodles, dicing morsels of white and dark meat, to make this favorite soup of our forefathers. But she knows her reward will be her husband's praise... and so she stirs, and sips, and stirs...

## *... LEADS A NEW-FASHIONED LIFE*

The year is 1947. Once again it's suppertime, and a young wife is busy getting the evening meal. The main dish—one she knows her husband will deeply relish—is chicken noodle soup. Only this time it's Campbell's Chicken Noodle Soup. Today, Campbell's have done all the work for her, and for you. They've simmered the chickens slowly for a gleaming broth, made the golden egg noodles, generously ladled in the tender pieces of chicken... How long is it since you've had this grand old-fashioned soup at your house?

*Campbell's*

**CHICKEN NOODLE SOUP**

LOOK FOR THE RED AND WHITE LABEL





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"I've found a System for taking



BE A *Lady of Leisure*

Without a maid! Without hiring handy men! All you need is the right **SYSTEM** . . . and Eureka's got it for you *right now!* No, No, Lady! Not just a vacuum cleaner! Eureka brings you a complete 4-unit Home Cleaning System that does all your work, from cellar to attic, faster, easier and better! Yes, it's true! Eureka does dozens of things no ordinary vacuum cleaner ever dreamed of doing! This whole page isn't big enough to show them all! But, here's the answer to that little problem . . .

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DEMONSTRATION

Your eyes will POP when you see how many household helpers Eureka gives you in this one compact, easy-to-use **SYSTEM!**



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No mussing up ironing; no tiresome wrist motion setting iron on heel.

Yes you can iron with either hand—and from either side of the board.

Just dial heat scientific element assures even heat over ironing surface.

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You never stand the cordless iron on its heel, so heat never rises to its point.

Uses current only when needed, at moments, costly cord replacements.

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SEE IT TRY IT  
AT YOUR  
EUREKA DEALER'S



# Life easy!"

## LOOK

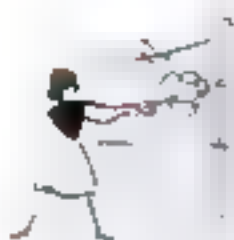
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When You Get The **NEW EUREKA HOME CLEANING SYSTEM!**

A MAID TO DO  
ALL YOUR DUSTING!



Yes . . . Eureka is one "maid" that gets into every nook and corner . . . dusts everything from floors to mouldings, from upholstered furniture to Venetian blinds. Dusts them quickly, easily, thoroughly! Best of all, she gets the dust out of the house! And she never asks for a day off.

AN EXPERT  
RUG CLEANER!



Yes . . . here's an expert rug cleaner who really digs in. Gets more dirt in half the time! Eureka, and only Eureka, has the wonderful, wonderful new "Disturbulator" action that gets every speck of dirt possible . . . cleans your rugs as they were never cleaned before! And so-o-o easily.

A PAINTER TO  
HELP YOU REDECORATE!



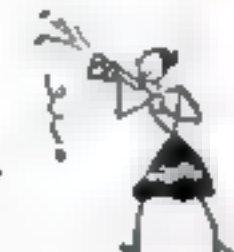
Yes . . . with the Eureka system you have your own private painter and decorator! This amazing new Eureka expertly sprays paint on furniture, ceilings, walls . . . makes it easy and inexpensive to redecorate whenever you feel like it! And it's fun to paint the Eureka way.

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Yes . . . Eureka polishes wax floors with professional speed. For Eureka includes a full-size power-driven waxer-polisher that quickly brings linoleum, tile, hardwood floors to a hard, high shine! It's no trick at all to keep your floors sparkling bright.

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Yes . . . pests are out when Eureka comes to work for you! It sprays DDT and other insecticides that rid your home of pests and vermin! And the special DEMOTHER, used with recommended compounds, aids in demothing blankets, rugs, whole closets full of clothes!

A FEW OF THE REASONS EUREKA DOES YOUR CLEANING **FASTER, EASIER and BETTER!**

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No more reaching for high out of the way corners! The Eureka extension wands being aluminum, are unbelievably light—lock easily, but firmly into position yet are readily removable for storage.

"TWIST-OF-THE-WRIST" ACTION!



No need to struggle with the hose or the cleaning tools. It takes only a jiffy to attach or remove them—a twist of the wrist does it! Scientific design provides a better air-seal for better cleaning action.

HANDY CADDIE TOOL CASE!



All attachments fit into this handy case—stands at attention when on floor and snaps shut for convenient closet storage.

Some models of the new Eureka Cleaning Equipment can be purchased for as low as

**\$350**  
PER MONTH

Only EUREKA Offers AMAZING NEW "DISTURBULATOR" ACTION!

There's a basic difference between Eureka and all other vacuum cleaners . . . and it's the reason people are calling this amazing new Eureka upright the "once-over" cleaner. It's a new engineering achievement . . . a motor-driven, triple-action brush that gently loosens and whisks away the deeply embedded dirt and grit that other cleaners miss. Protects and preserves your expensive floor coverings . . . revitalizes their sparkling beauty.

HOW "DISTURBULATOR" ACTION WORKS



1. Powerful Eureka suction lifts the surface of the rug or carpeting up to the cleaner opening to form a tight air seal.



2. This row of short, stiff bristles parts or opens up the nap and with an agitating action loosens deeply embedded dirt and grit.



3. This row of long, willowy bristles sweeps the loosened dirt into the powerful suction stream and into the cleaner bag.

4. This third row of long, willowy bristles follows along to sweep away all surface litter into the powerful suction stream.

Do All Your Cleaning From Celler To Attic

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RECIPE FOR

# Farm-and-Sea Dinner

*a BIRDS EYE song to fix!*



Come on! Try this wonderful Birds Eye Mixed Vegetable and Fish Dinner!

It's super-swell, super-flavorful eating! The Mixed Vegetables (five kinds in a box!) all have such young, just-picked flavor . . . and the Birds Eye Cod is tender dream stuff—and ocean-fresh!

Get 2 packages of ready-to-pop-in-the-pan Birds Eye Cod and 1 box of Birds Eye Mixed Vegetables. But remember . . .

1

**RAISE THE ROOF** if you ask for Birds Eye and don't get Birds Eye. It won't be the dinner you expect if the "makings" aren't *Birds Eye*. Other brands of quick-frozen foods are *not* the "same as" Birds Eye. There's *only one Birds Eye*—quality with a money-back guarantee!

2

**READY—GO!** Cut each clean, white, boniless Birds Eye Fillet (partially thawed) crosswise into 4 equal pieces. Place in a greased shallow baking pan. Spread 2 tablespoons of softened butter over the sea-tangy fish, sprinkle with  $\frac{1}{2}$  teaspoon of salt, a dash of pepper, a dash of thyme. Bake in a hot oven (400°F.) 25 to 35 minutes . . .



3

**MEANWHILE**, cook your Birds Eye Mixed Vegetables in a cup of boiling salted water 8 to 10 minutes. They look so wonderful, smell so *farm-fresh*, you'll want to sneak a spoonful—but *please* wait! Drain off the vegetable juice and measure  $\frac{1}{2}$  cup. Add enough light cream to the juice to make a cup of liquid . . .



**SUCCESS**—every time with Birds Eye! Arrange the golden, juicy slices of Birds Eye Cod on a hot platter. Add the drippings in the fish pan to the *garden-fresh* Birds Eye Mixed Vegetables. Pour the vegetables over the fish. And you have 4 to 6 servings of the eating that'll wed you to Birds Eye "Wonder Foods" for life!

and 5



4

**THEN**, sauté 2 tablespoons of chopped onions in 2 tablespoons of butter. When onions are slightly brown, add 2 tablespoons of flour,  $\frac{1}{2}$  teaspoon of salt, and a dash of pepper; stir until smooth. Add vegetable liquid and cream gradually, stirring constantly. Then cook and stir until thickened. Finally, add vegetables and heat.



Bargain in Birds Eye Cod  
at your dealer's now!



# PEOPLE

## LAST INDIAN SCOUTS RETIRE

On Aug. 28 at Fort Huachuca, Ariz. the last four Indian Scouts in the U.S. Army, all full-blooded Apaches, were retired and their branch of service, established in 1866, was finally dissolved. Before their last muster (*below*) the Scouts received sergeants' ratings which will enable them to collect larger pensions in return for the long service they and their forerunners have given to the Army.

These Indian sergeants have spent most of their

service mending fences and tracking down criminals along the Mexican border. But between 1870 and 1890, when the last Indian battle took place in the West, the Scouts fought in 288 battles and saved thousands of U.S. troops with their knowledge of terrain and Indian tactics. If they had not been persuaded to help the westward-ranging U.S. Cavalry, Custer's last stand at the Little Big Horn might have been duplicated many times over.



**RETIRING SCOUTS** being congratulated at Fort Huachuca by Colonel William Roberts are (*left to right*) Sinew Riley, William Major, Kessay Y-32 (whose name results

from an old Army custom of numbering its Indians) and Antonio Ivan. Riley, the father of 17 children, named his last son Big Shot because he was born in a hospital.



  
Brands  
are  
back!  
...and so are **JOCKEY**  
**LIGHTWEIGHT LONGS!**

● More than names you merely know, brands are names you trust and prefer... because they meet your standards in quality at prices that are right.

To dealers, who during the shortage of branded merchandise had to sell unknown substitutes, this means "old friends are back."

To you men who prefer full-leg coverage plus the scientific masculine support of Jockey's Y-Front, "your closest friend is back"—*Lightweight Longs*.

Jockey is popular among millions of men the world over... because it is right in quality, in comfort, in price.

Light enough for year-round wear, it's the full-length model that extends down to the ankle. Also available are Shorts and Midways. Other Jockey models are on the way back.

Short

Midway

Long



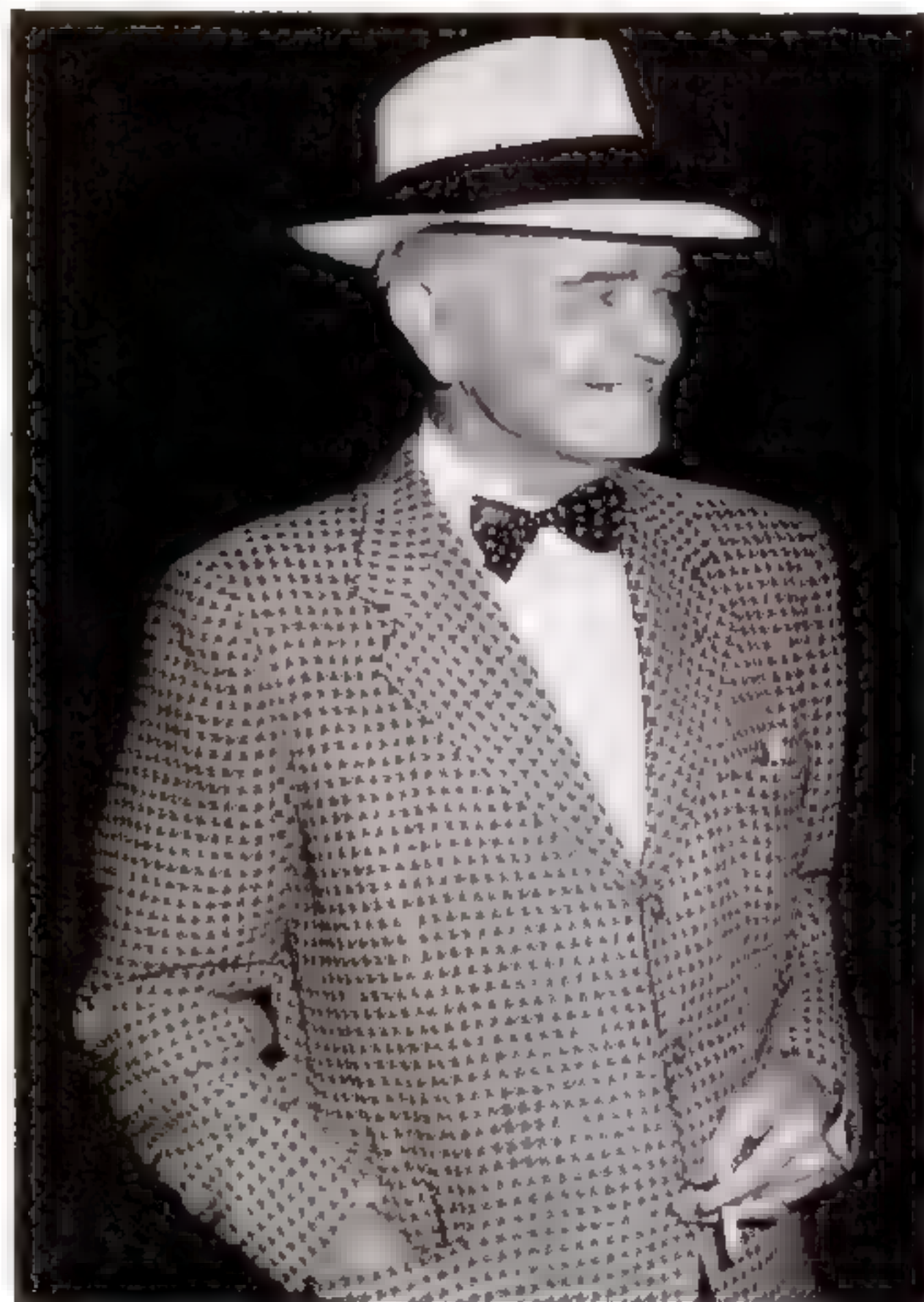
IT'S A BRAND...IT'S A TRADE MARK...IT'S MADE BY **COOPERS** WISCONSIN

Licenses for Canada, Moodies; for British Isles, Lyle & Scott; for Australia, Spendo Knitting M.II, for New Zealand, Lane-Walker-Ruckus; for Switzerland, Vollmoeller.

## PEOPLE CONTINUED



**TEARFUL GENERAL** Jonathan ("Skinny") Wainwright, 64, found life sad on Aug. 31 at his retirement ceremonies. After a 45-year Army career the hero of the Philippines plans to live in his new Texas home named Fiddlers Green and raise cattle.



**HAPPY ADMIRAL** William ("Bull") Halsey, also 64, is finding civilian life pleasant. Seven months after leaving the Navy he has bought some snappy sports jackets, sold his life story to a magazine and has become a director of several companies.

CONTINUED ON PAGE 54





1. Bouncing Ben, the buyer for a merchandising chain,  
Has to travel quite a lot and buy with might and main.  
He bounces into Pittsburgh crying: "Here I buy my best,  
'Cause Statler's Hotel William Penn sure treats me like a guest."



2. "Perhaps it is the good night's sleep I get in Statler's bed,  
With its eight hundred springs and more, that keeps me out ahead.  
I bounce out every morning, fit to set the world on fire.  
If Statler beds are ever sold, remember, I'm a buyer!"



3. "The Statler bath," says Ben, "I find a treasure beyond price,  
I like the stacks of snowy towels, and all that soap is nice.  
But after a tough day at work, the thing that really counts  
Is soaking in a Statler tub—'cause that restores my bounce."



4. Ben bounces to the dining room, a grin from ear to ear.  
Says he, "I've never had such food as Statler serves me here.  
They've all my favorite dishes and some swell ones that are new.  
I surely wish that I could buy a Statler chef or two!"



5. "I like the swell location, too; the Hotel William Penn  
Is really in the heart of town," says bouncing buyer Ben.  
"Their hospitality is tops . . . they treat me so darn well  
That if I had sufficient cash, I'd buy the whole hotel!"



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND  
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN  
NEW YORK PITTSBURGH

P. S. Here's a tip for your trip! Try to plan your visit to a Statler for Friday, Saturday, or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!





*The Commander*

Size 2-51  
Brown High-Top  
HEAVY DUTY Sole  
Rubber Heel



## You Get a *Lot* of Satisfaction

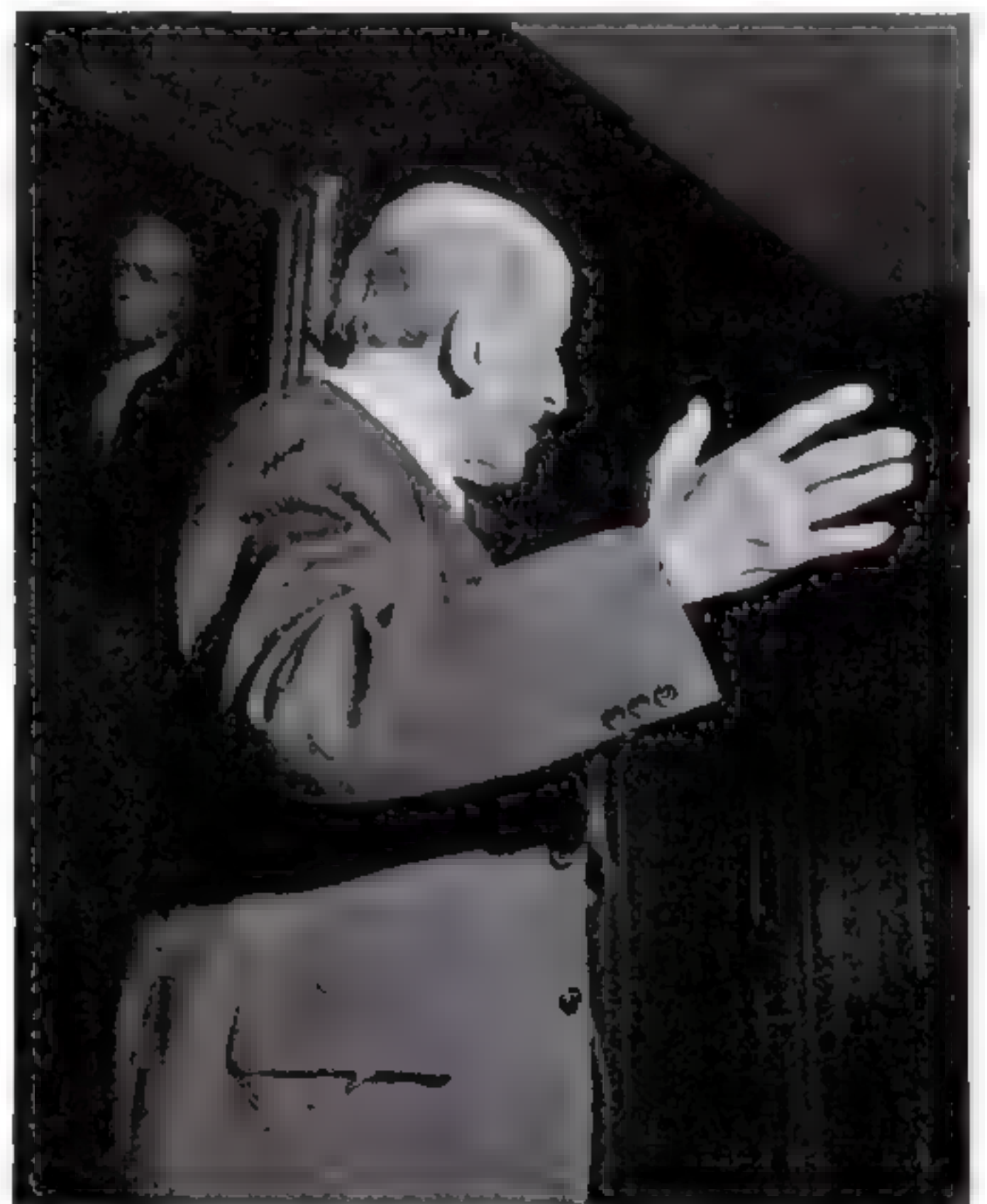
Striving for perfection is a fascinating art. It has been the Nunn-Bush experience that a high purpose unfailingly induces finer workmanship. So we endeavor with all the earnestness we can muster to make Nunn-Bush shoes the world's most *satisfying* shoes for men. You should get a lot of satisfaction out of Ankle-Fashioning — the Nunn-Bush development for greater comfort and added miles of style.

*See Your Local Nunn-Bush Merchant*

NUNN-BUSH SHOE CO • Manufacturers • MILWAUKEE 1, WIS.



**FIRST MOVIE KISS** finds Gene Autry about to break and gallop away. In nearly 100 previous western movies he has kissed only his horse, but recently he was maneuvered into a nervous clinch (*above*) with Elena Verduga. His studio has shot a kissless ending in case young fans, who abhor "love stuff," protest.



**PHILANTHROPIST** John DeFerrari, 84, a former fruit peddler who safety-pins pockets (*above*) so they cannot be picked, gave the Boston Library \$1 million on Sept. 5. He posed under portrait of a less eccentric financier, Alexander Hamilton (*top left*), explained his success: "Hell, you've got to be smart."



# CONTINUOUS QUALITY IS QUALITY YOU TRUST



*Ask for it either way... both  
trade-marks mean the same thing.*

**5¢**

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# THE WAY OF AN

# EMPRESS

A thousand miles of smooth sailing down the picturesque St. Lawrence before you reach the sea!

The White Empresses of the Canadian Pacific have always "had a way about them"—a way that appeals to discriminating trans-Atlantic travelers. It isn't just size or speed . . . it's a combination of many qualities—spaciousness, luxury, courtesy, cuisine . . . stewards and stewardesses trained in the Canadian Pacific manner . . . plus the "know how" of the world's greatest travel system

For full information consult any Canadian Pacific office or your own agent

Dining . . . as guests of an Empress should

Restful, happy hours on deck . . . gay shipboard life

## Canadian Pacific

SPANS THE WORLD

RAILWAYS • STEAMSHIPS • AIR LINES  
HOTELS • COMMUNICATIONS • EXPRESS





PREPARING TO BRING A 665-POUND TUNA TO GAFF, THORVALD SANCHEZ (CENTER) OF VICTORIOUS CUBAN TEAM HAS SWEAT WIPED FROM FOREHEAD BY HELPER

## TUNA TOURNAMENT

Anglers from three nations battle  
Atlantic monsters and each other

Every year great bluefin tuna follow the warm Gulf Stream into the North Atlantic. By late summer they cruise off the coast of Nova Scotia, hog-fat but still ravenous. At this season the foggy Soldier's Rip fishing ground (*below*) off Wedgeport, N.S., is a deep-sea angler's dream come true. There, from Sept. 3 to 5, the best tuna fishermen in the world match their wits against the fish and against each other. This year teams from Cuba, the British Empire and the U.S. competed in Nova

Scotia's fourth international tournament and boated 14 monsters ranging from 553 to 871 pounds. The Cubans won, thanks to a "lend-lease" Briton who fished for their team and caught the tournament's biggest tuna (*p. 60*). Unlike the marlin and tarpon, the tuna is too fat and clumsy to leap clear of the water. But a big bluefin will fight as stubbornly as any game fish, and if the strike is a good one the angler can settle down for a battle (*above*) which can last an hour or even all day.



**TOURNAMENT FLEET** is shrouded by heavy fog off the Nova Scotia coast. Boats are 40-foot lobster power boats, each flying the flag of the nation its angler represents.

Eighteen anglers, six to a team, fished every day for three days from dawn until 4.30 p.m. They baited their hooks with herring, the bluefin tuna's favorite food.



# FOR A 65-MINUTE BATTLE CUBAN SANCHEZ GETS A TUNA AND A KISS



**THORVALD SANCHEZ** (background) wants while guide baits hook. At right are helper and boat captain.



**THE STRIKE** begins Sanchez's rod. He screams "Fish, fish, fish!" as the tuna whips off 200 yards of line.



**GUIDE SIGNALS** with hand to speed up motor and keep line taut as tuna cuts back after 40-mph run.



**TUNA SURFACES** for the first time 50 minutes after being hooked. Helper (left) stands ready to gaff the fish.



**NEARING FINISH**, capless Sanchez has worked the tuna within 15 feet of boat, knows the fish is worn out.



**TUNA IS GAFFED** by helper, or "chammer," as Sanchez relaxes after his 65 minutes of hard work.



**BRINGING TUNA ABOARD**, crewmen run a line through 605-pound tuna's gills and stick gaff in back.



**SANCHEZ TAKES ASPIRIN** after landing tuna. He went to Harvard, made his Cuban fortune in cattle.



**EXCITED EMBRACE** from wife of the team captain, who is his uncle, greets Sanchez at day's end.





# "Here's the RCA VICTOR RECORD ROUND-UP for September!"



## TOMMY DORSEY'S "ALL TIME HITS"

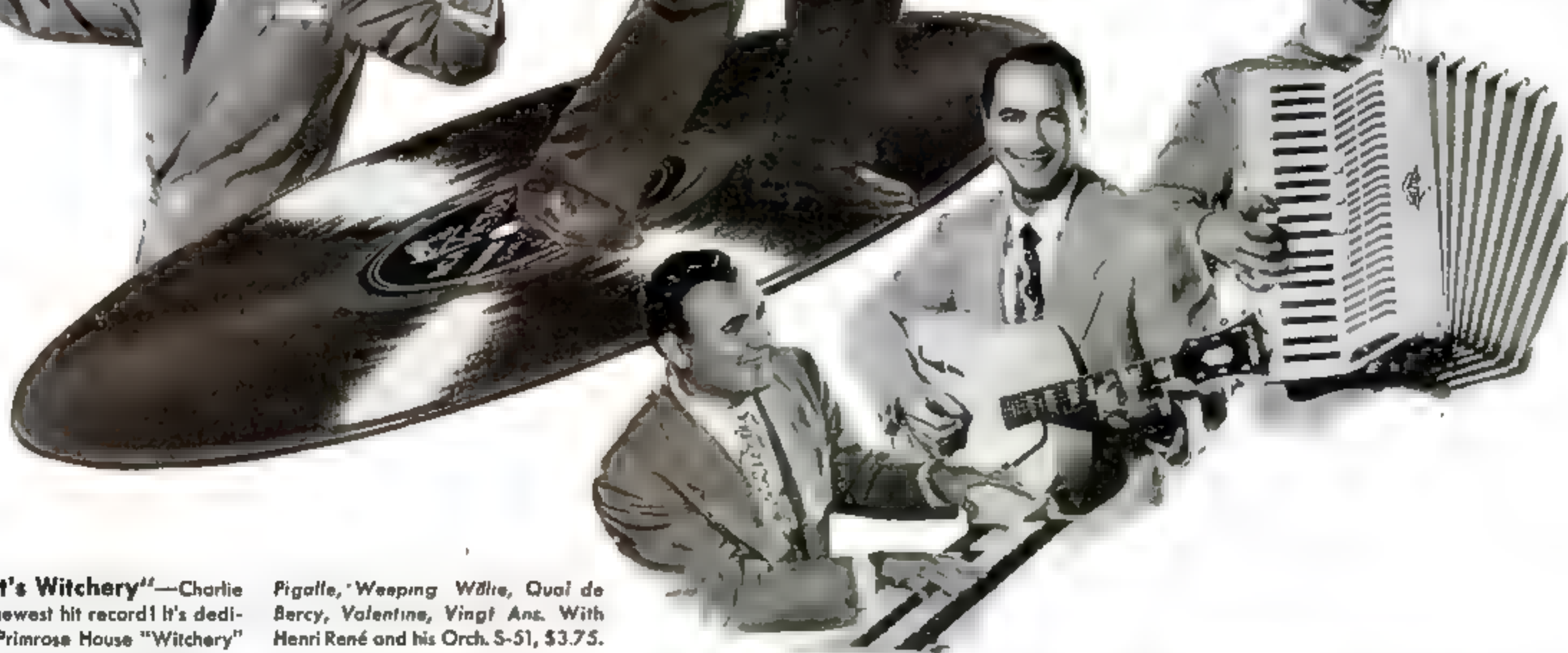
Tommy and his band play Hawaiian War Chant, Chicago, Somewhere a Voice is Calling (with Frank Sinatra), Boogie Woogie, Embraceable You, Opus No. 1, After You've Gone, in Album P-163, \$3.15.

## FREDDY MARTIN'S "CONCERTOS FOR DANCING"

Set to the smooth dance beat of Freddy's great band are the Tchaikovsky Piano Concerto, Cornish Rhapsody, Grieg Piano Concerto, Night and Day, Intermezzo, Symphonie Maderne, Warsaw Concerto, Rachmaninoff Piano Concerto No. 2. Album P-169, \$3.15.

## NEW ALBUM BY THE THREE SUNS

"Three Suns Week" starts Sept. 22nd! Celebrate with their new album, "The Three Suns Present"—Twilight Time, When Day Is Done, Deep Purple, Dardanella, The Breeze and I, Sunrise Serenade, Hindustan. P-185, \$3.15.



Hear "It's Witchery"—Charlie Spivak's newest hit record! It's dedicated to Primrose House "Witchery" Perfume. Vocal by Tommy Mercer. On the other side: Stardreams, Charlie's famous theme. 20-2373, 60¢.

Eddy Arnold and his Tennessee Plowboys: It's a Sin and I Couldn't Believe It Was True. 20-2241, 60¢.

Maurice Chevalier: "Maurice Chevalier Returns." Album includes Place

Pigalle, Weeping Willie, Quel de Bercy, Valentine, Vingt Ans. With Henri René and his Orch. S-51, \$3.75.

Bill Johnson and his Musical Notes: Don't You Think I Oughta Know (vocal by Gus Gordon and Quartet) and Shorty's Got to Go (vocal by Bill Johnson & Quartet). Record 20-2225, 60¢.

Freddy Martin and his Orchestra: The Lady from 29 Palms (vocal by The Martin Men) and Cumana, fea-

turing Barclay Allen at the piano. Record 20-2347, 60¢.

Prices are suggested list prices, exclusive of taxes.

... plus RCA Victor quality! Two "exclusives"—Victor's billion-record skill and RCA's electronic wizardry—make music sound so true to life on RCA Victor Records!

When you're in New York, don't miss seeing the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St., across from Radio City. Free admission. Radio Corporation of America. "Victrola"—T. M. Reg. U. S. Pat. Off.



"WHAT!—NO PHONOGRAPH?.. YOU'RE MISSING PLENTY! HEAR THE NEW VICTROLA RADIO-PHONOGRAPHS!"

THE STARS WHO MAKE THE HITS ARE ON

# RCA VICTOR RECORDS





# SORE GUMS?

Switch to gentle **Teel**  
the "double-duty" dentifrice



**Teel** is the only leading dentifrice  
that does both:

1. **HELPS PREVENT GUM IRRITATION**  
Liquid TEEL lets you massage gums gently  
... helps promote healthy gums.
2. **CLEANS TEETH SPECIAL EASY WAY**  
Gets teeth sparkling clean with a patented  
ingredient. Get TEEL today and follow special  
directions on the package.



## SWEETENS YOUR BREATH, TOO!

Liquid TEEL penetrates tooth crevices instantly ...  
removes decaying food particles which cause much  
bad breath ... refreshes your mouth on contact!  
Pleasant, tangy flavor. Try it!

**CLEANS TEETH**  
*Beautifully!*

# Style arch



Guide to a wonderful buy in shoes



The store that displays this  
trademark understands foot  
comfort. It knows how well Style  
Arch shoes fit your heels, cushion  
delicate arches, make things easy  
for your toes. This store under-  
stands shoe fashions too — knows  
that Style Arch fashions are new,  
exciting, young. Above all it  
understands shoe value — knows  
that Style Arch prices are  
unbelievably low!



\$5.95 to \$6.95

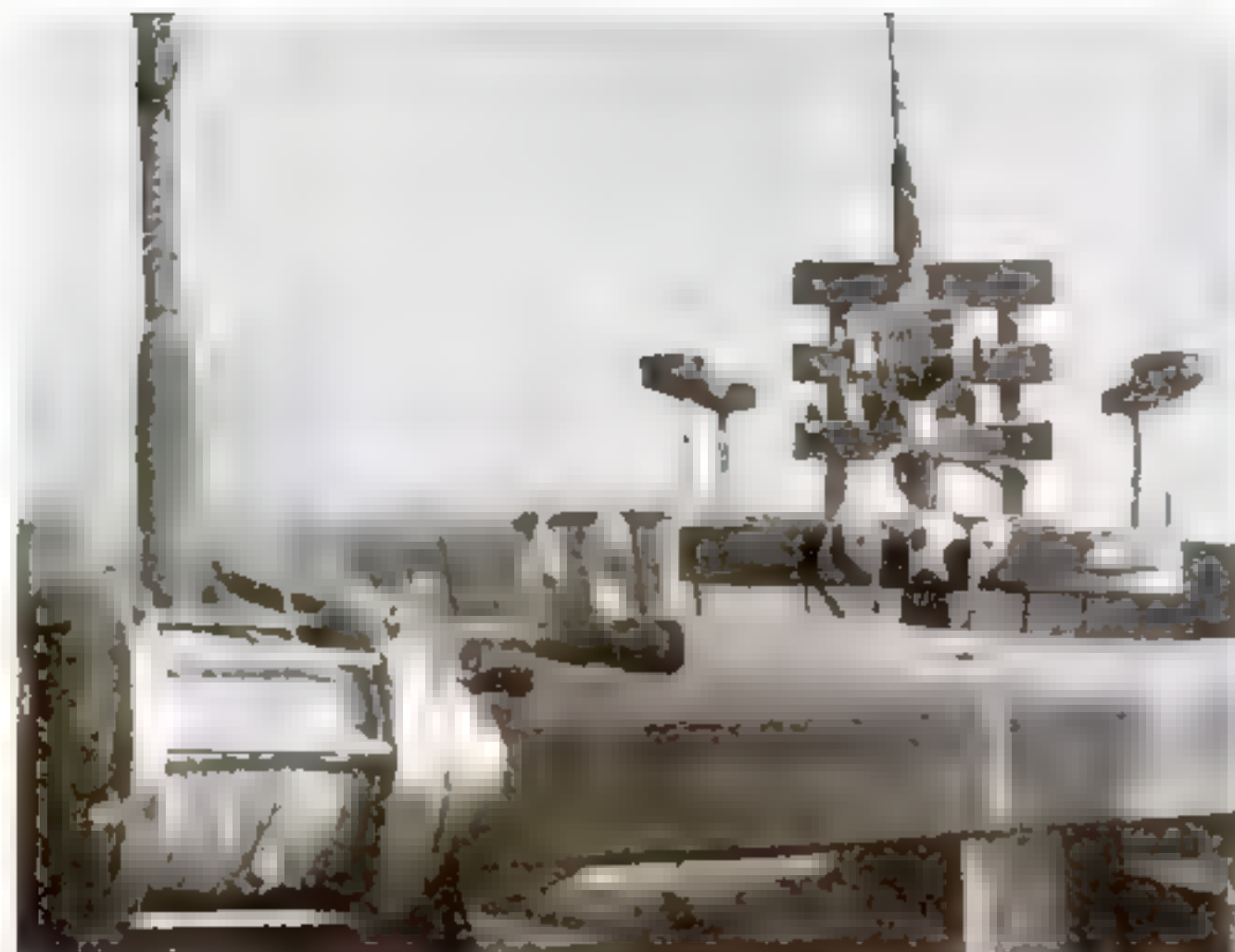
(slightly higher Danner west)

AAA to EEE in sizes 1 to 12

Write for name of nearest dealer.

Both, Nash & Hechel, Inc. Dept. (2), Bixley, Ohio  
\* Reg. U. S. Pat. Off.

## Tuna Tournament CONTINUED



**TUNA TACKLE** includes custom-built reels which hold 1,000 yards of line  
and cost up to \$1,500 each. All bigtime anglers have own expensive equipment



**BIGGEST FISH** (center) weighed 871 pounds, was caught by J. M. Holden  
of British team, who fished for Cuba when Antonio Tarafa (right) became ill



**TOURNAMENT TROPHY** is silver mug donated by Alton B. Sharp, Boston  
sportsman and ship-line president. Cuban fishing team has now won it twice.



\*Now Starring in the Nation's Leading Stores!

## KELVINATOR'S "AUTOMATIC COOK"!

Here Appliance Center at Chicago a famous  
where you'll find four charming period  
home planning lectures and a whole floor of  
appliances. Everything to help make your life  
more... greater... sure.

Imagine! . . . coming home to a perfect dinner ready to serve, after you've been out all afternoon—fancy-free—down at the beach, playing bridge or shopping! You can . . . when this amazing new Kelvinator comes into your life!

Here's how it's done: before you leave, just tuck a complete meal into the big oven, then let the "Automatic Cook" do the rest. Just set it and forget it . . . it times the cooking operation . . . then turns the current off when your dinner's done to the peak of perfection. And this wizard, electric "brain" not only operates the oven, it also controls the Scotch Kettle or an appliance outlet!

So hire yourself the "Automatic Cook"

that never takes a day off, and get this magnificent electric range in the bargain. Kelvinator gives you high-speed cooking—electric-fast—and safe. Its surface cooking units have seven different and accurately controlled heats to meet every cooking requirement . . . and give you uniform results from your favorite recipes.

You get radiant-heat broiling like charcoal. Better cooking, too, that doesn't boil away the precious vitamins and minerals. Economical, thrifty cooking with the Scotch Kettle. Cleaner cooking—no sooty pots and pans. And cooler cooking—with electricity. It's wonderful . . . and it's Kelvinator!

KELVINATOR DIVISION, FARM-KELVINATOR CORP., DETROIT

SET IT—AND FORGET IT!



Get the Best things First... Get

# Kelvinator



The five Scotch Kettle, with  
revel and reset dial, cooks  
whole steaks, chops, roasts,  
kneads, steams, bakes, and  
more. It's the only "Auto-  
matic Cook" ever created.

Minute Timer controls spe-  
cial auto-cook and ap-  
pliance timer cooking up to  
60 minutes. Also used auto-  
matically as a "bell-sound"  
to time other operations.

2-Unit Broiler Oven pre-  
heats fast, gives uniform  
heat. Scotch Kettle can take a "be-  
hind-the-scenes" And a flood-  
light automatically goes on  
when door is opened.

Utility Drawers afford loads  
of space for pots and pans.  
Warmer drawer has thermo-  
statically controlled heat. All  
three on ball bearings—roll  
in and out at a touch!

7 Heat Surface Units give  
you accurate cooking tem-  
peratures from "simmer" to  
"extra fast." It meets every  
cooking need. Knobs glow  
lighted when units are "on."

THERE'S A KELVINATOR  
ELECTRIC RANGE  
TO FIT EVERY BUDGET!

In addition to the "Auto-  
matic Cook" model, there  
are three other beautiful  
models, loaded with exclu-  
sive Kelvinator features!



# CARLING'S

# Happy

*Throw the empties away*



The New Carling's "32"  
Exclusively Carling's  
Rather than the usual 24,  
Carling's now comes 32  
bottles to the case. Same  
weight, occupies same  
space as old 24. In serving  
a modern generation, Car-  
ling's now breaks another  
longbound tradition of the  
brewing business.





# Day

No extra to pay



Happy Day! This is Carling's new throw-away bottle.

For the first time in brewing history—a one-trip container at no extra cost.

The same 12 full ounces per bottle, but less glass.

No deposit. No return. No nuisance. Every bottle brand-new—never used before, never to be used again.

Like beer? Like ale? Try Carling's in the new throw-away bottle. It costs you not a penny extra. Order by the case—the new streamlined way. On sale everywhere.

BREWING CORPORATION OF AMERICA, Cleveland, Ohio

BORN IN CANADA (1840). NOW GOING GREAT IN THE 48 STATES AS A PRODUCT OF U. S. A.



# PROMISES NEVER WHIPPED A WHISKER

Cut through the talk and get down to facts! This Schick Electric Shaver has to prove—in 10 days—on your own face—that it's the finest shaving instrument ever—or you get your money back!

When it comes to *promises*, we can make more than most people.

After all, we've worked for 17 years to make shaving almost as easy as flicking a light switch. And in the Schick Super we honestly believe we've turned out the shaving instrument that beats them all.

But packing this ad with promises wouldn't *prove* a thing to you.

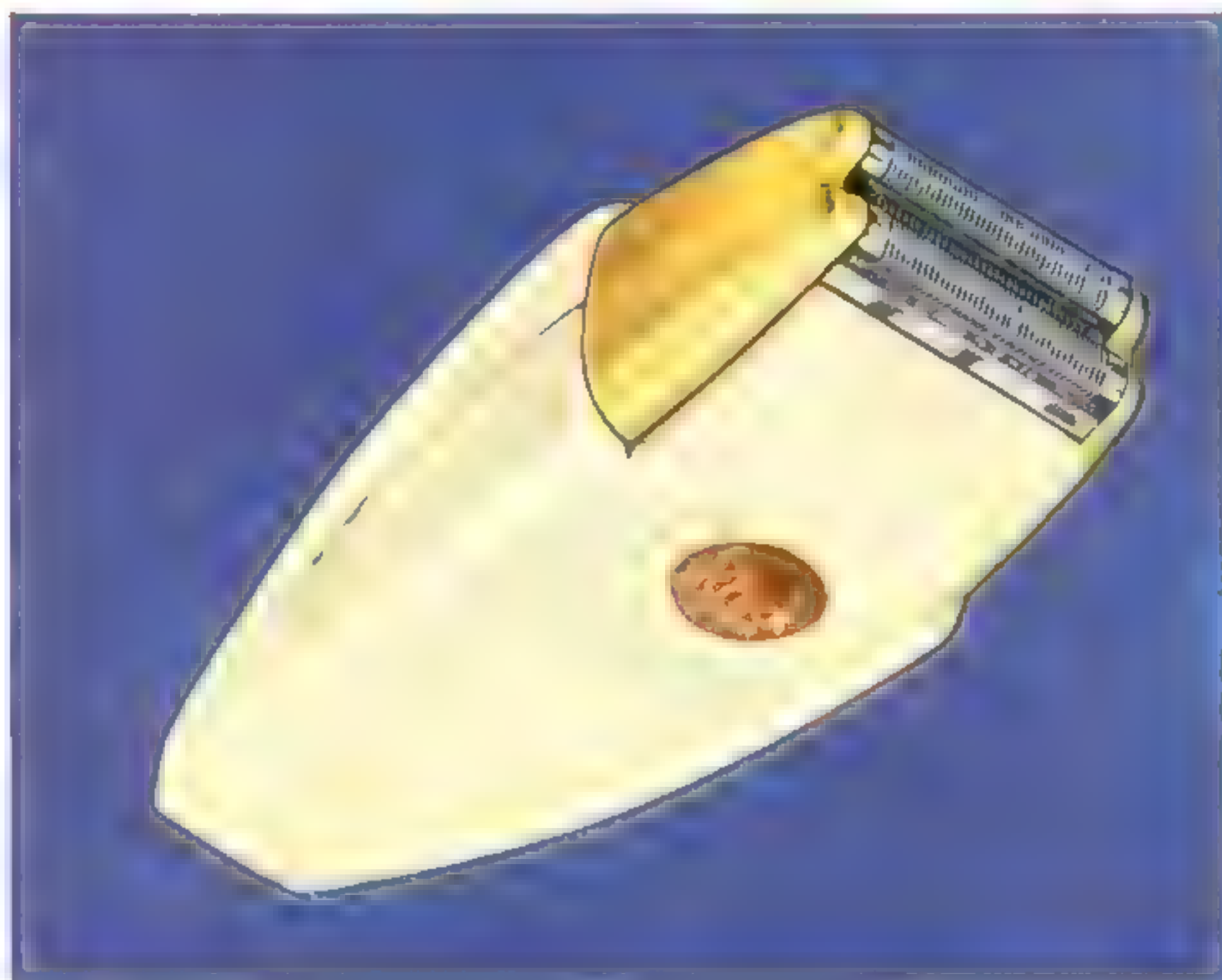
Instead we say this:

Put a Schick Super next to your face—and see what it does for you.

Watch those heads give you double-action on every stroke—watch your face come out from behind the toughest whiskers bare and beardless, slick and nickless.

Find out how Schick takes work and worry, cuts and scrapes, out of shaving. Try out some fast pre-date shaves. Shave with your shirt on when time is short.

Do it all for 10 full days. And then—



**10-DAY TRIAL BUY**—Here's the Schick Super we're talking about. Tidy, neat, compact, with two close-cropping, non-nicking, fast-working heads that give you double shaving action on every stroke. Complete in handsome traveling case, ready to plug into any socket, AC or DC, at \$18.00. Buy one—try it for 10 days—and if it's not the finest way to shave you ever found, return it and get your money back in full. Or—trial-buy the famous Schick Colonel for only \$15.00.

*If you don't feel that the Schick Super tops everything for shaving ease—bring it to your dealer's and take all your money back!*

So what do you say? How about starting the 10-day trial right now by heading for the nearest Schick dealer?

SCHICK INCORPORATED, STAMFORD, CONN.

**SCHICK** *Electric* **SHAVER**  
**and SHAVEREST**



**FOR COMPLETE CONVENIENCE—THE SCHICK SHAVEREST**

Handy automatic wall-holder, handsome in any bathroom. Fits any Schick ever built (Colonel shown here). Holds it safe, finger-up handy next to mirror. Stops current automatically. Zips up the cord.

**\$7.95**

Shaverest—Trademark Schick, Inc.





PRIVATE DETECTIVE MOULTON SNOOPS THROUGH A HOTEL TRANSOM WITH A JAP ARMY PERISCOPE WHILE HIS WIFE STANDS BY TO WARN HIM OF ANYONE'S APPROACH

# "I SPY" MOULTON

EXPERT DIVORCE PHOTOGRAPHER MAKES A GOOD THING OUT OF ADULT DELINQUENCY IN CALIFORNIA

Looking lonelier above is actually put-  
at the office. He is a San Jose,  
ive named Graham ("I Spy")  
doing preliminary research  
of Moulton's jobs is to get  
his evidence of adultery;

But since California admits grounds for divorce  
other than adultery, a great deal of Moulton's sor-  
didevidence never gets to court. Nevertheless any-  
one caught in a Moulton picture is likely to "see  
reason" when asked to scale down demands for  
cash, alimony or custody of the children.

He takes on two or three cases a week at fees rang-  
ing from \$500 to \$1,000 a case, approaching each  
with the zeal of a scientist and the calculating eye  
of a player. He employs expensive OSS-like  
equipment which includes cameras, one of them  
a large aluminum periscope, phone-tap-  
ing recording microphones with miles  
of wire to blend with furniture and wall-

paper. With this vast array Moulton is able to set  
elaborately wired traps to catch the careless words  
of his victims (p. 68).

In the big business of U.S. divorce, involving  
millions of dollars a day, hordes of lawyers, suits  
and countersuits, Moulton is a necessary cog. The  
distasteful nature of his work does not disturb  
him or his handsome blond wife, mother of two  
children who always acts as his assistant. Moul-  
ton considers his most valuable business assets  
to be a quick eye, a steady hand, and the fact  
that he once held the world's record in the 70-  
yard high hurdles. He foresees no prospect of a re-  
cession in central California's adult delinquency.



## THESE ARE THE PICTURES MOULTON TAKES FOR HIS CLIENTS



WITH HIS SHOES HELD HIGH, A BAREFOOT FUGITIVE FROM MOULTON'S CAMERA RACES FOR THE SHRUBBERY



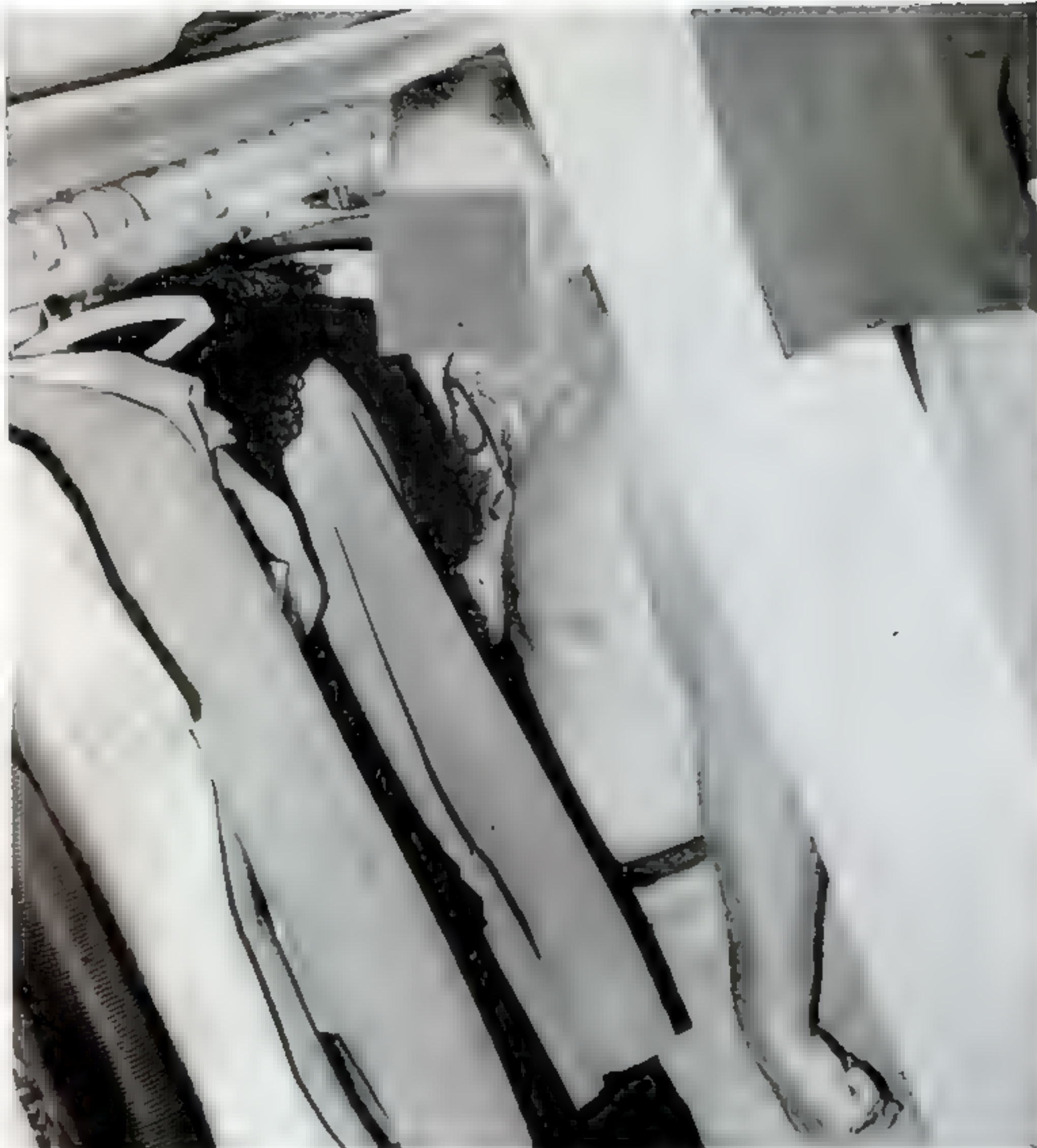
HASTILY DRAPED IN A SHEET, MAN TAKES FURIOUS



MOULTON NEARLY MISSES A SHOT AS A SHIFTY RUNNER LUNGES OUT THE WINDOW







AIM WITH A WHISKY BOTTLE. HIS AIM WAS BAD

LIKE A SMALL BOY CAUGHT STEALING JAM THIS MAN HID IN A CLOTHES CLOSET. BUT MOULTON FOUND HIM



THE FIGHT



INFURIATED NECKERS ASSAULT THE PHOTOGRAPHER, WHO CAUGHT THEM IN A CAR



"I SPY" MOULTON CONTINUED

# THE MOULTONS SHOW HOW A PRIVATE HOUSE IS WIRED TO SET A TRAP



**PALM TREE** is a good place to hide a microphone for recording outdoor tryst.



**UNDER A BED** Moulton fishes around for likely spot to hide another microphone.



**TAPPING** basement telephone wires is done with the home owner's permission.



**FIREPLACE MIKE** is apt to reveal some interesting cocktail conversations.



**SURROUNDED BY EQUIPMENT**, Moulton and his wife can loll in the hayloft of a barn and listen to telephone conversations in the house 175 yards away. Compact

wire machines while Moulton





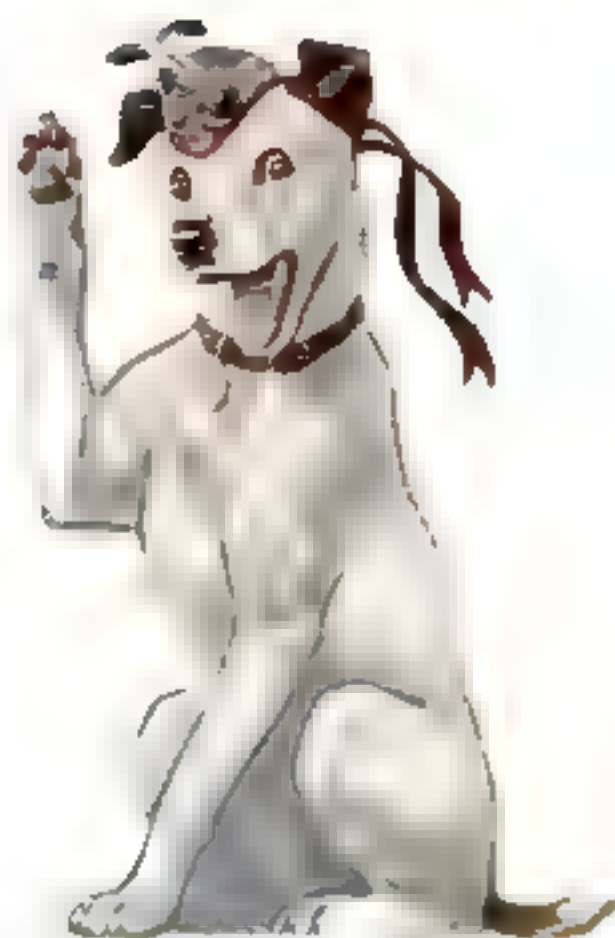
ONLY RCA VICTOR MAKES THE VICTROLA

Here's "Nipper," RCA Victor's world-famous dog... Today, as for the past 48 years, the symbol of the finest in recorded music.

T. R. M. G. S. S. P. S. P. S.



Shop!  
compare value  
for value!



Look!

it's tops in  
style  
and quality!



Listen!  
it has the famous "Golden Throat"

New in design... dependable in performance, this graceful, table radio is RCA Victor's Model 60X11. It's finished in warm, rich walnut plastic with decorative touches of gleaming, gold-hued metal. Has extra-large Magic Loop antenna, supersensitive electro-dynamic speaker, 2-point tone control and the famous "Golden Throat" tone system. See it also in dainty, antique ivory-finish plastic, at your RCA Victor dealer's now.



● It's the Victrola 65U—compact table model radio-phonograph with automatic record changer... the fastest-selling set of its kind on the market. Plays 12 ten-inch or 10 twelve-inch records. RCA Victor's exclusive pickup, the Silent Sapphire, eliminates needle chatter and needle changing. It's so light, so safe—records not only sound better, but actually last years longer!

All radio controls are on the cabinet front—no need to lift the lid to enjoy your radio. There's a supersensitive electro-dynamic speaker, 2-point tone control for both radio and records—and for both the rich, true tone of the "Golden Throat." "Victrola"—T.M. Reg. U. S. Pat. Off.

*The "Golden Throat"*

Finest tone system in RCA Victor history. The precise, 3-way acoustical balance of the "Golden Throat" is explained technically in a booklet attached to RCA Victor instruments.

Tune in Robert Merrill, singing "Music America Loves Best"... Sundays, 2 PM EDT, NBC.



**RCA VICTOR**



DIVISION OF RADIO CORPORATION OF AMERICA





**WALDEN POND** is the clear, spring-fed lake near Concord, Mass., to whose scalloped shores Thoreau

retired in 1845. He made that body of water, only  $\frac{3}{4}$  by  $1\frac{1}{2}$  mile, as famous as Mark Twain's Mississippi.



**FAIR HAVEN BAY**, where the Sudbury River widens just south of Concord, Mass., is one of many

pleasant ponds and streams within walking distance of Walden, which Thoreau called "my lake country."

## Thoreau's Walden

One hundred years ago this month, Henry David Thoreau left Walden Pond near Concord, Mass., where he had spent more than two years alone in the woods. During those years he lived in a hut which he built with a borrowed ax on land loaned him by his great friend and Concord neighbor, Ralph Waldo Emerson. He subsisted on fish, berries and the produce of a small garden which he cultivated. He passed his time in thought, writing, wandering the woods and in minute observations of wildlife. When he returned to his home in Concord he carried with him something of the magic of the crystal-clear lake which he later made famous in his literary classic, *Walden; or, Life in the Woods*. On the anniversary of Thoreau's departure from Walden LIFE presents these photographs of Walden Pond taken by Naturalist-Photographer Edwin





**THE PATH TO DEEP COVE**, which follows the Walden shoreline, leads to the sandy inlet on which

Thoreau built his cabin. He stayed here for two years, two months, two weeks.

## The pond that he made famous is at its best in the fall

Way Teale in the autumn season which Thoreau himself loved best.

Thoreau was one of the most original literary figures in U.S. history. Eight years out of Harvard, a teacher and naturalist, Thoreau left Concord and took to the woods in the summer of 1845. "I wished to live deliberately," Thoreau explains in *Walden*, "to front only the essential facts of life and see if I could learn what it had to teach." In *Walden*, some of whose brilliant passages are reprinted on the following page, Thoreau wrote that "most men lead lives of quiet desperation," a state induced by their sacrifice of spiritual ends to material means. Thoreau himself, just before he died a bachelor at the age of 44 from tuberculosis, was asked by a friend if he had made his peace with God. His answer was typical, "We have never quarreled."



**THOREAU OFTEN WALKED** through the woods, writing of its paths as "approaching and receding

from the water's edge as one might say as the race of man here worked by the fittest and original hunters.



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# Thoreau's Thoughts

Today, a century after *Walden* was written, the simple life Henry Thoreau led at *Walden Pond* has a continued attraction for people caught up in an increasingly complex society. In the brief and pointed paragraphs below are set down some of Thoreau's thoughts on how men ought to live.



THOREAU

When I first paddled a boat on *Walden*, it was completely surrounded by thick and lofty pine and oak woods, and in some of its coves grape-vines had run over the trees next the water and formed bowers under which a boat could pass. The hills which form its shores are so steep, and the woods on them were then so high that, as you looked down from the west end, it had the appearance of an amphitheatre for some kind of sylvan spectacle. I have spent many an hour, when I was younger, floating over its surface as the zephyr willed, having paddled my boat to the middle, and lying on my back across the seats, in a summer forenoon, dreaming awake, until I was aroused by the boat touching the sand, and I arose to see what shore my fates had impelled me to; days when idleness was the most attractive and productive industry. Many a forenoon have I stolen away, preferring to spend thus the most valued part of the day; for I was rich, if not in money, in sunny hours and summer days, and spent them lavishly; nor do I regret that I did not waste more of them in the workshop or the teacher's desk.

The mass of men lead lives of quiet desperation. What is called resignation is confirmed desperation. From the desperate city you go into the desperate country, and have to console yourself with the bravery of minks and muskrats. A stereotyped but unconscious despair is concealed even under what are called the games and amusements of mankind. There is no play in them, for this comes after work. But it is a characteristic of wisdom not to do desperate things.

The very simplicity and nakedness of man's life in the primitive ages imply this advantage, at least, that they left him still but a sojourner in nature. When he was refreshed with food and sleep, he contemplated his journey again. He dwelt, as it were, in a tent in this world, and was either threading the valleys, or crossing the plains, or climbing the mountain tops. But lo! men have become the tools of their tools. The man who independently plucked the fruits when he was hungry is become a farmer; and he who stood under a tree for shelter, a housekeeper. We now no longer camp as for a night, but have settled down on earth and forgotten heaven.

Shams and delusions are esteemed for soundest truths, while reality is fabulous. If men would steadily observe realities only, and not allow themselves to be deluded, life, to compare it with such things as we know, would be like a fairy tale and the *Arabian Nights'* Entertainments. If we respected only what is inevitable and has a right to be, music and poetry would resound along the streets. When we are unhurried and wise, we perceive that only great and worthy things have any permanent and absolute existence, that petty fears and petty pleasures are but the shadow of the reality. This is always exhilarating and sublime. By closing the eyes and slumbering, and consenting to be deceived by shows, men establish and confirm their daily life of routine and habit everywhere, which still is built on purely illusory foundations. Children, who play life, discern its true law and relations more clearly than men, who fail to live it worthily, but who think that they are wiser by experience, that is, by failure.

I learned this, at least, by my experiment; that if one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours. He will put some things behind, will pass an invisible boundary; new, universal, and more liberal laws will begin to establish themselves around and within him; or the old laws be expanded, and interpreted in his favor in a more liberal sense, and he will live with the license of a higher order of beings. In proportion as he simplifies his life, the laws of the universe will appear less complex and solitude will not be solitude, nor poverty poverty, nor weakness weakness. If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.

If I were confined to a corner of a garret all my days, like a spider, the world would be just as large to me while I had my thoughts about me.



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Dry, sensitive skin tends to fall into tiny lines.  
It needs special treatment all its own.

Use Coty-care—a simple daily ritual that helps  
counteract skin-dryness...  
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of deep-softness, youthful pliancy!

Cleanse for clarity with Coty Cleansing Cream:  
pink mousse to wash skin crystal-clear. \$1, \$1.50, \$2.50.

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## *I wonder if you really know me*

I CAN'T TELL you how proud I am that you've asked me to marry you, Bill. Forgive me if I don't say yes right away.

But, darling, I want you to be awfully sure. In the months we've known each other I've always had my best foot forward. You've never seen how pink my nose gets when I have a cold. You haven't been around when my famous soufflé has fallen.

Seriously, Bill, I may not be all the girl you think I am. But I could try terribly hard.

If I'm not much of a housekeeper, I'll pester anyone who is, till I learn. If I'm used to having my own way...well, loving you like this, making you happy will make me happy. And if I'm not rich, at least I can bring you a

few truly good things, like my International Sterling, and build from there.

I've got to start saying "ours," haven't I, darling? Our solid silver, as real as this feeling we have. Our beautiful International pattern, to make us proud three times a day, whether our table shines for us or for company.

When I set my heart on owning the finest, I must have had a hope and a dream my life would turn out like this.

For this thing of you and me is so wonderful, Bill, that nothing second-rate can ever belong.



When you're choosing your table silver, choose

sterling...genuine solid silver that serves for a lifetime.

And ask to see the exquisite International Sterling patterns, designed by artists, finished with jeweler's precision, rich in silver-weight. Among them is one for you.

Prices on famous International Sterling have not been raised. If you like, build your set by the place setting. Six piece setting for one (knife, fork, teaspoon, salad fork, cream soup spoon, butter spreader) costs as little as \$21.50.

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IN HER WHITE GOWN WITH ITS FLOWING DRAPERIES, ALIDA VALLI RESEMBLES A GREEK GODDESS CAUGHT PAUSING FOR A PENSIVE MOMENT IN THE EVENING MIST

## VALLI

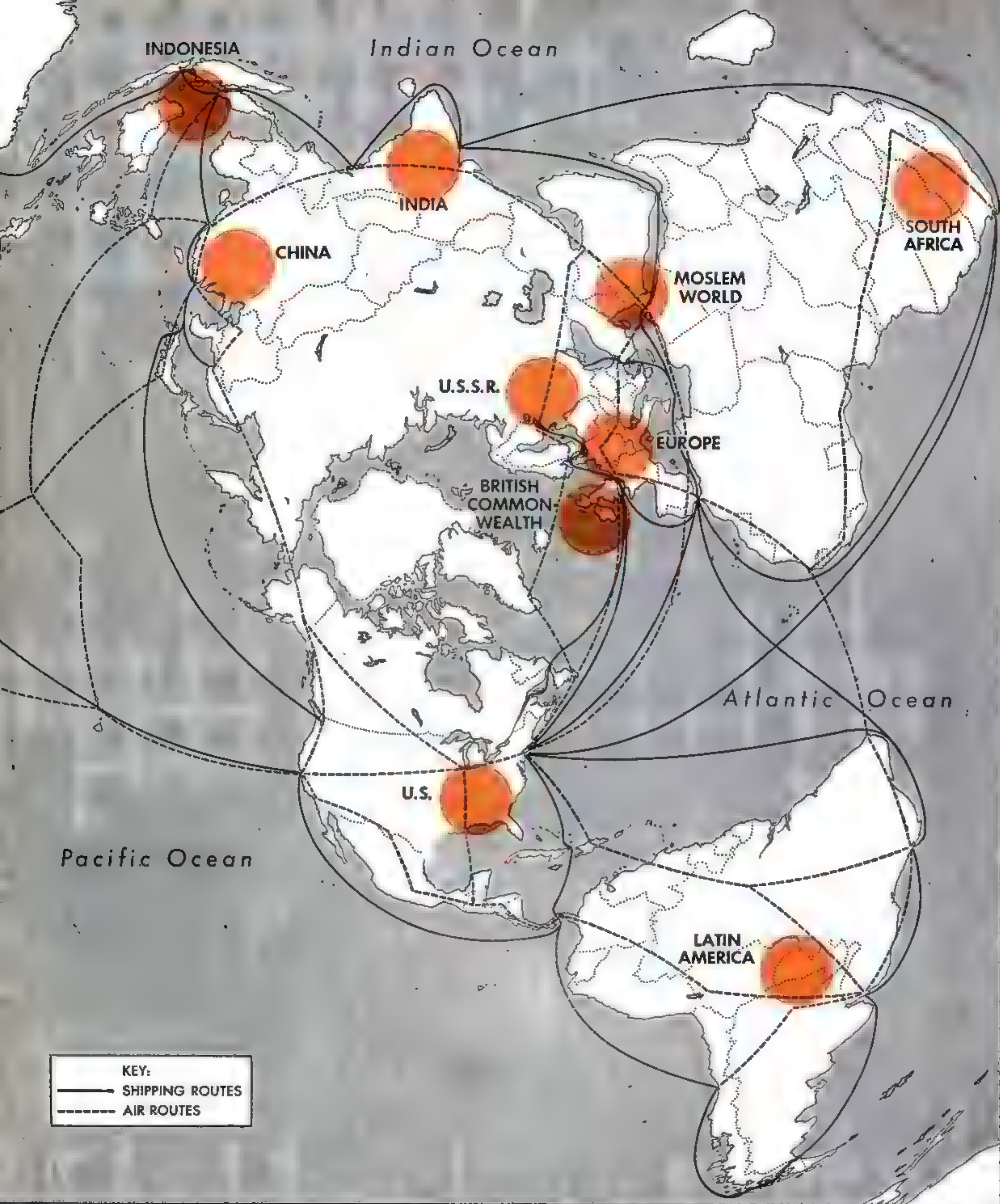
Hollywood has a big new star but few Americans have heard of her

After the Italian liberation soldier-reporters in the Rome office of *Stars and Stripes* held numerous dances to which often came a local movie actress named Alida Valli. One of the hosts was so impressed with Valli's talent and beauty that he sent word to Hollywood and it came to pass that Producer David O. Selznick, previously the importer of Vivien Leigh and Ingrid Bergman, offered Miss Valli a chance to come and act in America.

Valli is married to Oscar de Mejo, a composer,

and has a son Charles whose timely birth early in 1945 kept the Germans from taking his mother off to Berlin to make a picture for Nazi consumption. On arrival in Hollywood, Valli's English was bad and her teeth needed fixing. After having these flaws corrected she began her U.S. career by weaning Gregory Peck away from his wife in *The Paradine Case*. At present Valli is playing the martyred movie star in *The Miracle of the Bells*. Yet unseen in America, she is already an important new star.





**A WORLD BOUND TOGETHER** in a complex balance of power, argues Mr. Poole, is the only hope for freedom and peace. At least eight or nine centers of power (shown in red spots) should be brought into existence; commercial and diplomatic cross ties will then spring up to create a network of interdependence and cooperation. With financial aid we should work toward rebuilding the British Commonwealth to a level comparable to the U.S. and Russia. Beginning with the Ruhr we should apply our resources and engineering talents toward creating a strong federation of nations in Europe. Balance in the

Pacific and the Far East can be promoted by building a strong China under Nationalist leadership, and India, now divided, should be helped to unify herself into a single nation. We should encourage a renaissance of Moslem strength in the Near East and in Indonesia and should work toward a strong federation in Latin America. Lastly we should help create a center of power in South Africa. In this way, with 10 independent concentrations of nearly equal power, we will have helped the world achieve the complex balance without which we can never attain peace based on freedom—an American peace.



# BALANCE OF POWER

Wilson called it "forever discredited," but the Founding Fathers knew better. . . Why Russia is against it. . . How the U.S. can restore it. . . Why it is the key to American peace

by DeWITT C. POOLE

**D**ESPITE widespread support for Secretary of State Marshall, the debate about U.S. foreign policy has not yet produced real agreement in its final aims. Last spring LIFE contributed to this debate by publishing James Burnham's *Struggle for the World*, a plea for a worldwide American empire. Herewith we continue the debate with a wholly different prescription.

Most Americans agree that the U.S. should use its diplomatic power to "contain" Russian expansion. But so meager and negative a policy will not satisfy a people who are accustomed to think of their foreign policy as not only self-serving but also generous, creative and progressive. A formulation that will express our national idealism and still prove a practical guide—that is the aim of the following article. Based on American tradition and habit, it sets out what will be for us the natural course. Briefly its thesis is this: that U.S. foreign policy always has been, is now and hereafter should be dedicated to the maintenance of a complex balance of power in the world. We possess at this time power to dominate the world, but our chief concern is how safely to share that power with others. That is because freedom is our instinctive policy: freedom for ourselves; freedom as the right of all. This article demonstrates the connection between freedom and the balance of power. Its author, DeWitt C. Poole, is a veteran diplomat, teacher (Harvard, Princeton) and student of international affairs.—ED.

## Which comes first—freedom or peace?

**E**VENTS move toward some tighter organization of the world. What kind of world is it going to be? Will it be our kind of world? What is our kind of world?

Many Americans will answer: above all, there must be peace; but neither history nor a look into our souls will bear that out. Peace we can most easily have. No nation has to fight. In 1917 and 1941 we could have compounded with the aggressor to good advantage—for the short term; but we would not. We may fight again.

The first specification for our kind of world is not peace but freedom. We have enjoyed freedom so long and take freedom so easily for granted that we have to remind ourselves of that. Next after freedom comes justice, for large numbers can enjoy freedom only in a frame of order. Peace comes third. Peace we need and yearn for, but peace comes third, because, if freedom and justice lack, we shall not ourselves be peaceful.

Freedom, as we shall show shortly, is to be had in only one kind of world. That is a world in which power is widely distributed and balanced; a world of complex balance of power. The most obvious alternative, a world in which power is concentrated at a single point, spells empire and tyranny. But the second alternative is little better; it is what we have now. A good balance of power must be complex. A simple balance, like the present one between the U.S. and Russia (alias: two armed camps) does not serve freedom or justice or peace; it is dangerous and unstable. If a new complex balance does not soon replace the present simple confrontation, world empire will ensue and freedom be destroyed. Even if it is an American empire, freedom will be destroyed.

A world of complex balance of power is for us the familiar world in which we feel at home. This world began with the Renaissance 500 years ago. Far from perfect, it has been tolerable, exciting and progressive. With balance of power came freedom and with freedom a

flowering of the human spirit unprecedented except in classic Greece, where also there was complex balance of power. In the interval between the Grecian and the modern world came empire and its aftermath. For 200 years imperial Rome insured peace, imposed justice but denied freedom. A Dark Age followed, and civilization had to be rebuilt with pain and sweat.

In 1945 this painfully rebuilt world was again destroyed. The ultimate and controlling aim of American foreign policy must be to bring us from the present crisis into a new world of complex balance and of freedom. How?

## Our kind of world and how to get it

**C**ONCRETELY the U.S. must work to have alongside of the U.S. and the U.S.S.R. six or eight centers of power comparable to them in weight and independent of them both. The standard of power is set by the U.S. and Russia. We could not reduce these power centers if we would. The other power centers (1.6 billion people are in question) must be brought up toward the American-Russian level. This is neither easy nor impossible.

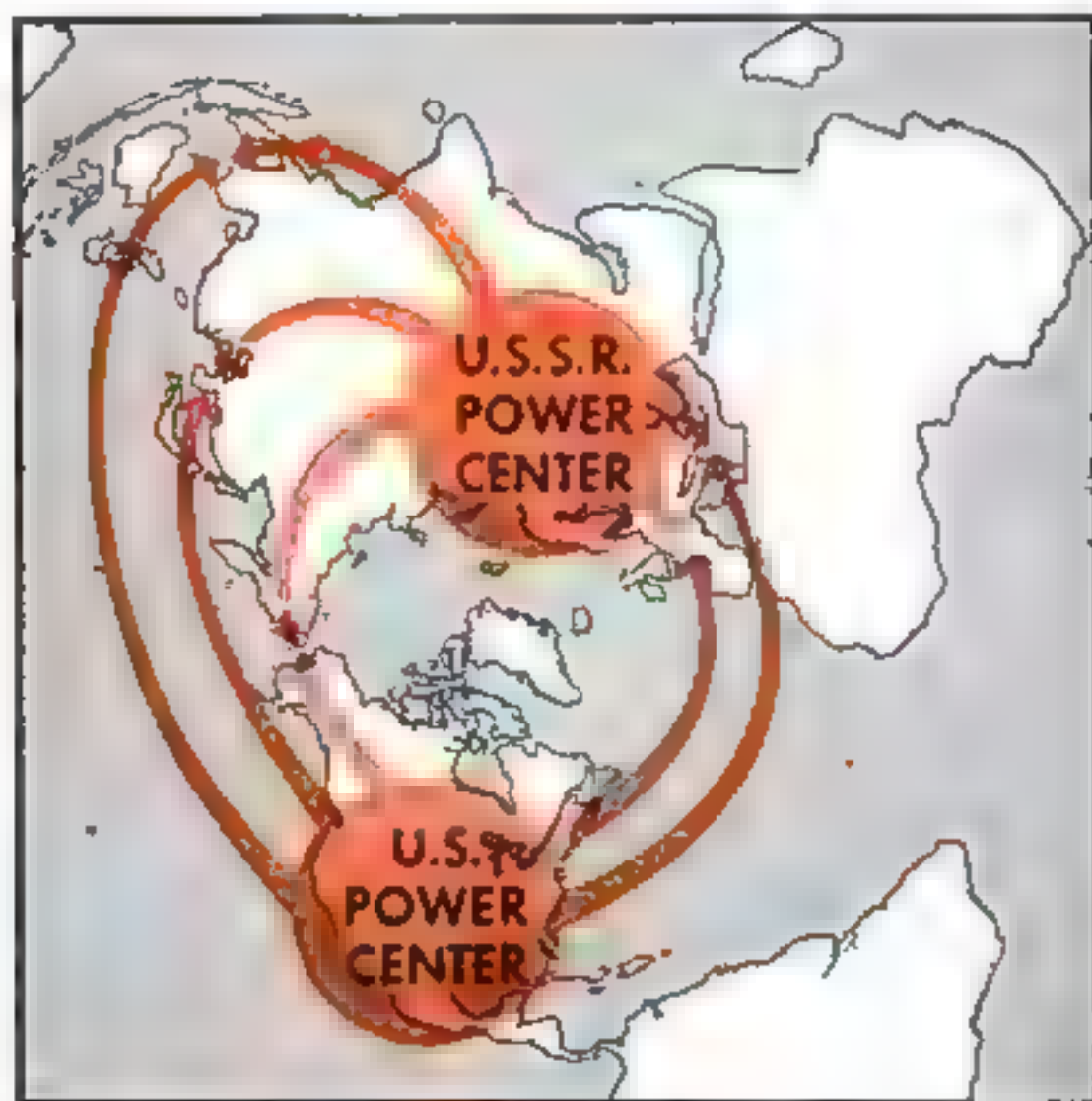
The practical means is federation. First, federation in EUROPE. Sixteen European nations are at work at Paris concerting their postwar recovery, following Secretary Marshall's invitation; three (Netherlands, Belgium, Luxembourg) have already formed a customs union. The size, shape and nature of any federation or federations of Europe will be primarily decided, of course, by the peoples involved. Political hindrances continue formidable, but Europe is under instant economic pressure. It is in the field of economics that the U.S. can offer the surest help.

Applied first in the Ruhr, going further as requested, American engineering talent can help revitalize all of Western Europe. Europe may be economically viable only as a whole; but since the Iron Curtain blocks the way at present, we must begin in Western Europe with what is at hand. What concerns us is that there should come into being soon a genuinely European Europe, strong and free.

Next, CHINA. The U.S. needs and desires a strong China, independent of other world powers. Russia seeks a manageable China. As between Communists and Nationalists in China, only the Nationalists can create—if either can create—a strong and independent China. That is why we should be for the Nationalists and their leader, Chiang Kai-shek.

Of all the unawakened countries of the world, China has the greatest potential. By underwriting the Monroe Doctrine the British statesman, George Canning, called in the Americas to redress the European balance after Napoleon; similarly a strong China offers American statesmanship a chance to stabilize the Pacific. Should success in this role someday go to China's head and lead her into imperial adventures as they led Japan, then the U.S. on that day would of course become China's enemy. But at present the opposite is the case: to replace the Japanese unit in the international balance—not against Russia but against anybody—is America's controlling interest.

Now free, INDIA becomes important in the international balance. As India starts her new life divided into Pakistan and Hindustan, the fact (long obscured under British rule) that India is not a unitary nation is made manifest to all. But when India's wounds heal and she proceeds through the next stages of industrialization, she will be compelled toward federal unity in order to protect the independence of her parts. The U.S. should favor and can help in this process, at the



THE WORLD AS IT IS today: instead of complexity, a direly over-simplified balance between giants, the U.S. and U.S.S.R.

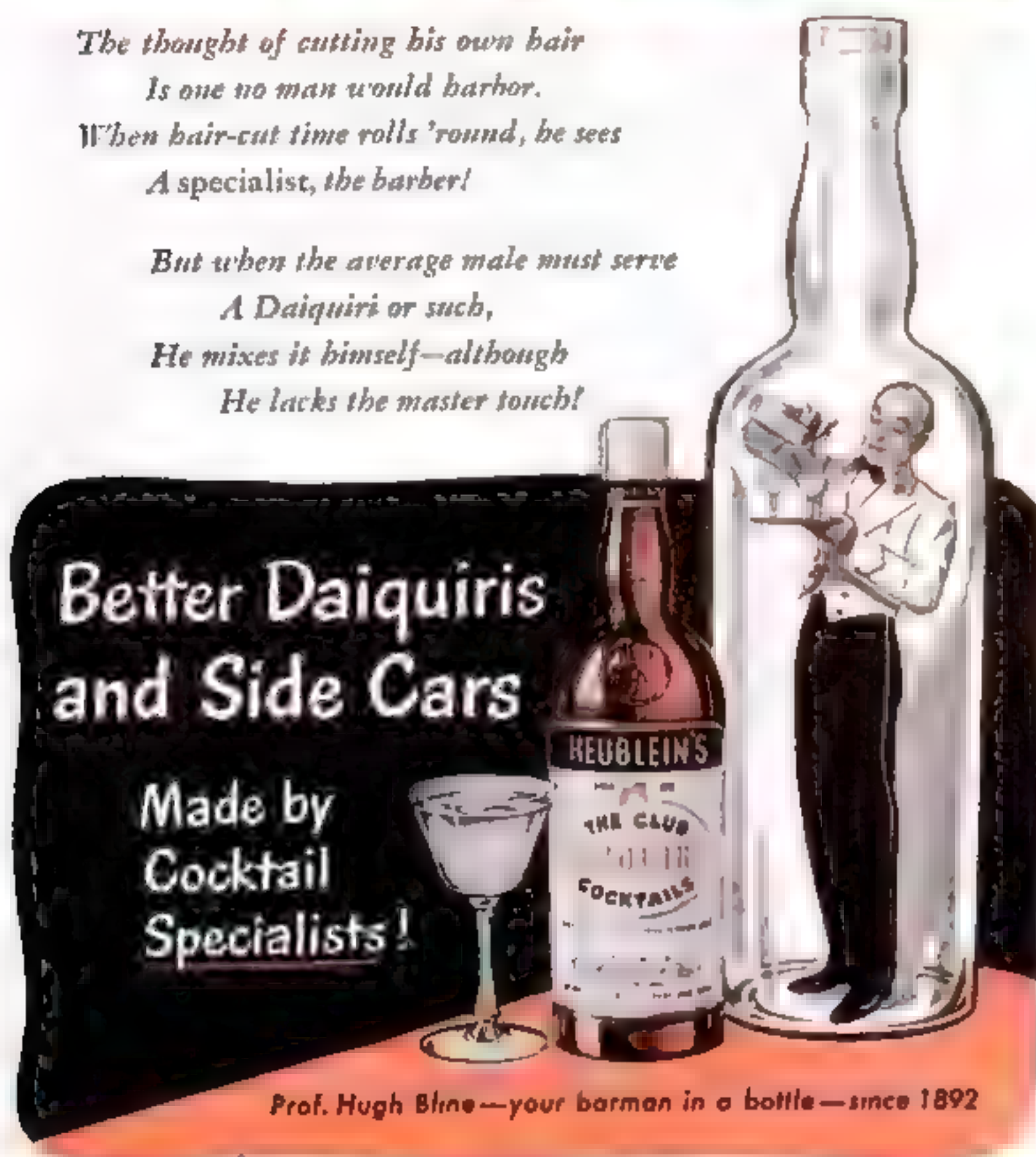


## SOME JOBS CALL FOR A SPECIALIST!



*The thought of cutting his own hair  
Is one no man would harbor.  
When hair-cut time rolls 'round, he sees  
A specialist, the barber!*

*But when the average male must serve  
A Daiquiri or such,  
He mixes it himself—although  
He lacks the master touch!*



**S**URE, Daiquiris and Side Cars are delicious—but they're mighty hard to make. So why not leave this exacting task to the world's most experienced cocktail specialists—Heublein!

You enjoy the finest ingredients money can buy in Heublein's Daiquiris and Side Cars—and they're so easy to serve! Shake well with lots of ice, then

strain and serve! (All Heublein Cocktails are made extra strong to allow for 20% dilution by the melting ice.)

### NOW...EIGHT KINDS!

Daiquiri, 80 proof • Dry Martini, 71 proof  
Stinger, 85 proof • Whiskey Sour, 60 proof  
Side Car, 80 proof • Manhattan, 65 proof  
Gibson (very, very dry Martini), 79 proof  
Old Fashioned, 70 proof

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# HEUBLEIN'S Club COCKTAILS

Reg. U. S. Pat. Off.



**TEDDY ROOSEVELT** warned Germany that the U.S. would support the balance of power. Wilson foreswore the phrase, but his acts proved T.R. right.

## BALANCE OF POWER CONTINUED

moment by taking a direct interest in her industrial development.

Similarly we can and should encourage the renaissance of the **MOSLEM WORLD**. Geographically there are two Moslem worlds and probably two potential Moslem federations. In the Near East the Pan-Arab movement hitherto has been mainly a diplomatic scarecrow. But if the Near Eastern desert is watered and developed by American oilmen and engineers, Arab nationalism could become a serious international political reality.

In **INDONESIA**, also predominantly Moslem, the old colonial system is in agony, as also in Indo-China. The U.S. should assist the realization of an Indonesian federal state. It may ultimately include Indo-China, Malaya and other strengthening neighbors.

Federal possibilities based on cultural affinity may also be present in the **LATIN-AMERICAN WORLD**. The cultural movement called *Hispanidad* is largely a Franco invention, but once Franco is removed and Spain is free the natural links between Spain, Portugal and Latin America may take political form.

A sound statesmanship in North America would not be alarmed by this development nor regard it as an infringement of our hemispheric unity. We shall in general be wise to look with favor on cross-ties and multiple relationships wherever they arise. We aim to bind the world together, not fence it into parcels.

The **BRITISH** are now in the process of erecting their main overseas bastion in Africa. Field Marshal Smuts talks of a South and Central African federation with its center at Pretoria. On the other hand the British may turn in again toward Europe, sharing and promoting federation there. In either event it is imperative that the U.S. help the British make themselves again a power more nearly equaling the U.S. and Russia. The British command an important physical position. They are for us indispensable coworkers. The more Britain cleaves to Europe, the more Canada, Australia and New Zealand can be counted independent centers.

In sum, then, adding federative possibilities to existing powers, we come out with a total possibility of some 10 power centers of something near the same order of magnitude. That would be a world of complex balance of power, and so of freedom, and so a world in which we could be content. It would be a peace of freedom—an American peace.

## The balance of power and Original Sin

**T**HE theory that a complex power balance is the best, perhaps the only, guarantee of freedom begins with Original Sin. Man being imperfect as he is, power concentrated and uncontrolled will *always* be abused. As Alexander Hamilton put it, "The spirit of moderation in a state of overbearing power is a phenomenon which has not yet appeared, and which no wise man will ever expect to see." Conscience is not enough; the safeguards of freedom must be intensely practical. Keep power from concentrating. Find safety in numbers. Separate and make numerous the repositories of power; let them watch and check each other. This our Founding Fathers knew as the theory of checks and balances, though some of them called it balance of power. They would have agreed with Ortega y Gasset: "The state of liberty results from a plurality of forces mutually resistant."

Throughout history this hardheaded and skeptical doctrine has had only two foes: 1) those equally hardheaded, the tyrants, who seek power for themselves by overriding checks and safeguards,

CONTINUED ON PAGE 80





# They met **strangely**

in the plum-blue dusk  
of Paris. They melted  
into each other's arms...  
into each other's lives.  
Waiting...was the man  
he was sworn to kill.

INGRID **BERGMAN** • CHARLES **BOYER**

IN ERICH MARIA REMARQUE'S  
Impassioned Drama of Our Times

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**CHARLES LAUGHTON**

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why use  
an ordinary  
toothbrush  
when you  
can get  
**this**

SQUIBB

ANGLE

TOOTHBRUSH



bent like a dentist's mirror  
to reach more places



CZAR IVAN The Terrible (left) and Revolutionist Lenin represent the same tradition in Russian history: that of ruthless, centralized, personal power.

## BALANCE OF POWER CONTINUED

2) political idealists. The idealists believe that somehow governors will emerge who are wiser and more virtuous than the generality. Plato, in the *Republic*, would rely on breeding these supermen—his philosopher-kings—eugenically like racehorses. Up to the French Revolution, Europe touched kings with divinity. That experiment ran three centuries, and the kings turned out to be ordinary clay. Following this the German philosopher Hegel enthroned not a flesh-and-blood monarch but an abstraction, "the State" as "the expression of the Divine Will on earth." The secular fruit of that idea has ripened for our time in Hitler's "leadership principle" and the absolutism of the Politburo at Moscow.

Today the political idealists take a slightly different tack: if we all really try to make the United Nations work or turn it into a world government, won't a balance of power be unnecessary? Quite the contrary; a complex balance of power, which does not now exist, is the only basis on which the U.N. could ever work, especially if it is hoped to turn it into a federal government of the world. Swiss, American and other experiences of federation show that the closer the political association, the more necessary balance of power becomes alike to freedom and to justice. Successful federation, A. V. Dicey tells us, requires "approximate equality in the wealth, in the population, and in the historical position" of the participants.

The U.N. is still largely ineffectual because of its suppliant position vis-à-vis both the U.S. and Russia and the client position of too many of its members. Americans expect U.N. to be an association of free nations. Only against a background of complex balance of power can it become so.

### The atomic bomb and Russia

**B**UT hasn't the atomic bomb changed all this? If the bomb has broken the line of our descent from Patrick Henry, making life indeed so dear and peace so sweet as to be purchased at the price of freedom, then it has; but our course so far suggests nothing of the sort. Technically we hold in our hands the means to wipe freedom from the earth. What do we do? After long prayer and thought we propose to share control of the secret internationally. The Acheson-Lilienthal-Baruch proposals were nothing more nor less than a scheme for putting the balance of power in action. Our temporary and instinctively uncomfortable monopoly of atomic power was to be shared in such a way that no single power would ever again enjoy a monopoly.

Russia's lone refusal of this offer marks her as the principal foe of the balance of power in the world today—whether from tyrannical or idealistic motives matters not. Russia having refused, we have no choice but to maintain a strong defensive posture, remaining trustees of the bomb as long as science permits and maintaining strength equal in all respects to Russia's as long as this direly oversimplified power balance lasts. But for the long term our controlling aim remains a world of complex balance of power in respect also to atomic fission.

### The justice of the future

**I**F many people (and not just a dozen or so in Berlin, Moscow or some other capital) are to enjoy freedom, there must be a frame of order. Freedom as we understand it, meaning freedom for all, requires justice. Here also is a problem in the balance of power.

CONTINUED ON PAGE 15





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**2 GLASSES OF  
OVALTINE**

more VITAMIN C than 4 ounces of Tomato Juice  
more PROTEIN than 3 Eggs  
more IRON than 3 servings of Spinach  
more NIACIN than 6 slices of Enriched Bread  
more VITAMIN D than 10 ounces of Butter  
more VITAMIN B<sub>1</sub> than 3 servings of Oatmeal  
more VITAMIN G than 1 pound of Sirloin Steak  
more VITAMIN A than 2 servings of Peas  
more FOOD-ENERGY than 2 dishes of Ice Cream  
more CALCIUM and PHOSPHORUS than 2½  
servings of American Cheese

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**HERE'S THE NEWER WAY... FOR BETTER RESULTS !**

As you know, authorities agree that most people should get extra vitamins as a safeguard to good health. And authorities also agree, beyond question, that the best way to get vitamins would be in your everyday food. But that's hard to do:—

Because everyday foods vary considerably from day to day in vitamin and mineral values. And, besides, they lose a lot of their vitamins in shipping, storing and cooking.

That's why so many people are supplementing their meals with Ovaltine. *Ovaltine is standardized.* Its content is scientifically controlled. It never varies. Each spoonful supplies the same generous amounts of vitamins and minerals. You know exactly what you're getting. It's a supple-

mentary food that makes up deficiencies in ordinary foods.

So you don't have to worry about variations or losses. You *know* that a serving of Ovaltine in a glass of average milk *always* gives you the same substantial quantities of Vitamins A, B<sub>1</sub>, C, D, G and Niacin—and Calcium, Phosphorus and Iron. And you can be sure that 2 glasses of Ovaltine daily and just normal meals will give you *all* the vitamins and minerals any normal person can use. And when you drink Ovaltine you get these vitamins and minerals the preferred way—in food.

You'll find, too, that Ovaltine has a very agreeable taste—a taste that grows on you. So for bet-

ter results, why don't you start drinking Ovaltine at meals, just as you would tea or coffee? Or, if you prefer, between meals or at bedtime. Then, if you're a normal person, you'll know, as far as you are concerned, you've solved the vitamin problem.

**FAR MORE THAN VITAMINS...** Ovaltine also contains virtually every other precious food element needed for buoyant health and vitality, including the elements that vitamins must have to function properly. That's why Ovaltine is so widely recognized as the ideal supplementary food-drink.



“

# Finishing School”



THESE SWIFT QUALITY FOODS ARE  
REPRESENTATIVE OF THE EXCELLENCE  
OF ALL PRODUCTS BEARING THE NAME  
SWIFT... NOW AS ALWAYS THE FINEST  
OF THEIR KIND



SWIFT'S CHOICE MUTTON



SWIFT'S CHOICE MUTTON



SWIFT'S CHOICE MUTTON



SWIFT'S BROOKFIELD SAUSAGE



# for Swift's Branded Beef

*A beef steer born on a Western range and raised on grass requires months of "finishing" in a farmer's feed lot before it can qualify for the famous Swift's Premium brand.*

\* \* \*

**R**EALLY fine beef, like that branded "Swift's", doesn't just happen. It's planned.

Along about this time of year, beef steers by the tens of thousands, raised and grazed on the Western ranges of our nation, begin to pour into farmer-owned feed lots in the Middle West.

On arrival, each steer will weigh, on an average, 600 to 800 pounds. There they will be fed a balanced ration for many months; "finished" to gain as much as several hundred pounds, an average of about 2 pounds of weight per day.

Naturally this all takes time. But in the production

of fine beef—as fine as Swift's Premium has to be—there is no substitute for time. As a result of this procedure, the finished beef that will reach your table in the form of succulent roasts and juicy steaks will be at the very peak of beef goodness . . . flavorful and tender.

To be sure of getting quality beef every time, all you have to do is look for one of the famous Swift brands: "Swift's Premium", "Swift's Select", or "Swift's Arrow" stamped right on the meat.

Behind those brands stand Swift's skilled graders, livestock buyers—men with years of experience in appraising meat destined to bear one of these famous Swift brand names.

Through its history, Swift & Company has left no stone unturned to insure that a Swift brand on meat means fine meat—yes, *finer* meat—every single time—whether you're buying beef, lamb, veal, ham, bacon, frankfurters, or table-ready meats.

## SWIFT & COMPANY

Food Purveyor to the Nation



SWIFT'S PREMIUM FRANKFURTERS



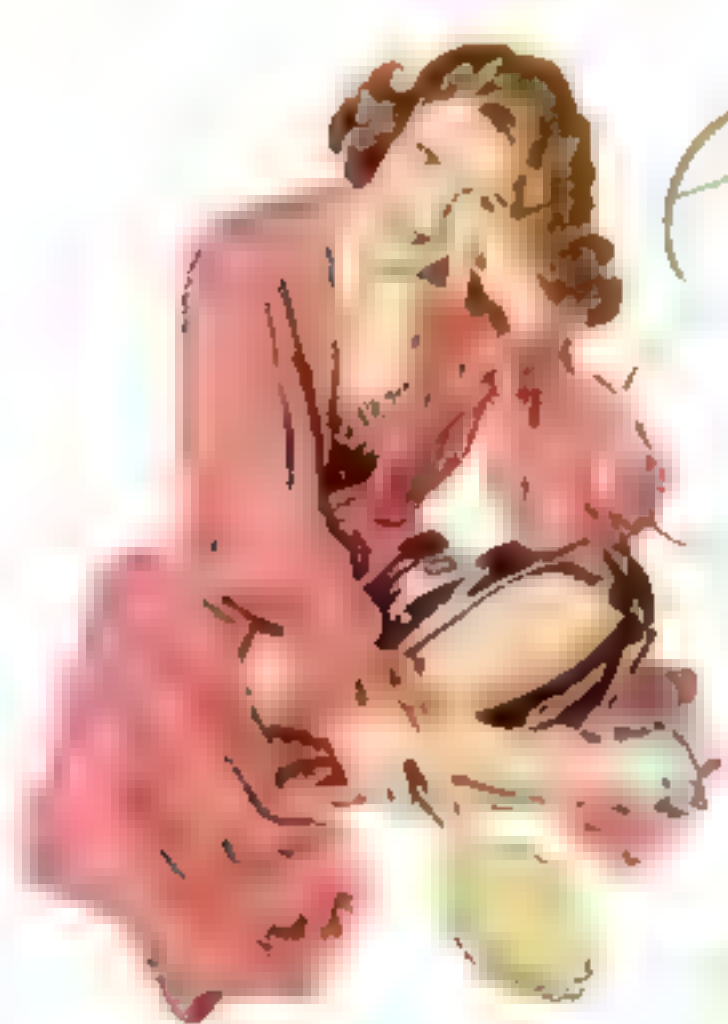
SWIFT'S PREMIUM TABLE-READY MEATS



*This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 62 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge.*



**DOCTORS PROVE**  
**2 out of 3 women**  
**can have**  
*Lovelier Skin in 14 days!*



"Woe was me!" says Ina Gurdy of Phila-Iphia. "I was a  
victim of my own care-  
lessness and my lack of judgment. I  
had a headache for the Phila-Iphia  
under a doctor's supervision."

[illegible]

**"Here's all you do:** Wash your face with Pan-Oxyl Soap. Then, for 60 seconds, rub on with Pan-Oxyl Skin Cleanser. Then, for 60 seconds, rub on with Pan-Oxyl Skin Toner. Then, for 60 seconds, rub on with Pan-Oxyl Skin Cream. After 14 days, my skin's greasier than ever. I can't wait to try it again." See what the Pan-Oxyl Cream can do for you.



**DOCTORS PROVE  
PALMOLIVE'S  
BEAUTY RESULTS!**



You, too, may look for these Skin improvements in only 14 days!



### Less oily—clearer

"My skin became less oily," says Florence Kilgallen of New York. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. The 14-Day Palmolive Plan brought definite gains to 89% of the women who had oily skin. See if it won't help your skin become less oily—clearer.



### Less coarse-looking—smoother

**"Skin less coarse-looking in just 14 days!"** reports Imogene Lindsay of Seattle. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!



### Fewer tiny blemishes

**Tiny blemishes**—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My skin improved a lot," says Bertha Granger of Los Angeles. The doctors found finer looking, clearer skins in more than half the cases tested. See what Palmolive can do for you!



**Fresher, brighter color**

**"Skin brighter, actually less sallow!"** says Marjorie Frerks of Chicago, after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring you fresher skin—and in only 14 days!

*P.S.* For Tub

### For Shower

## get the New, Big, Thrifty

## Bath Size Palmolive!



## BALANCE OF POWER CONTINUED

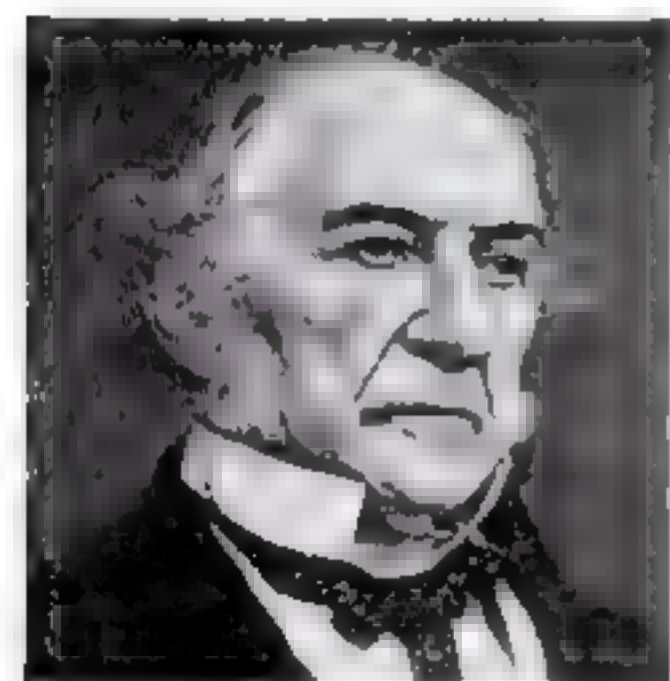
A while ago the intercourse of nations was framed, after a fashion, by Christian morality and the Natural Law; but their influence has faded. A recent tendency everywhere to make even justice relative reached a logical outcome in Lenin's aphorism: "Morality is that which serves the destruction of the old exploiter's society and . . . creates a new society of Communists."

Some new order of universal justice must take hold of men. If the Russians win or if want of patience or fear or economic stress at home impels us to try our hand at empire, then the Russians or we can clamp on a frame of justice from above—so-called justice. But with freedom kept alive, as it will be if Americans do not fore-swear themselves, the establishment of justice is no quick or easy task. Justice under freedom, as the history of the Common Law makes clear, is a slow and natural growth, rooted in popular custom. The rootage of a new international justice must be found in a new community of outlook among the nations.

In more innocent days it seemed likely that Western Christian culture might someday embrace the world. It has not done so, and it is now unmistakable that any community of outlook which is to

be realized among the nations must be composite. Unless and until empire stamps out freedom, we must look forward to a ceaseless process of selection and amalgamation, an unending competition of ideas and absorption of ideas into the common mind by tested superiority. That is only possible among equals.

The cultural imperialism of Communist Russia, which seeks to dominate the world, is specifically an attack upon the West; and, as Karl Marx writing in the British Museum saw, our Western culture has its peculiarly vulnerable points: materialism,



GLADSTONE, although he avoided the phrase, upheld balance of power.

doctrinaire capitalism—and now an inspiration temporarily deflated. Other cultures in the world offer other resistances to Communism. The mystic individualism of the Hindu, the instinctive tolerance (*wu wei*) of the Confucian, the God-bitten clannishness of the Moslem, the somber pride of the Latin, each presents a separate puzzle to the Communist missionary. While Marxist "science" is infinitely adaptable to different cultures, the more different kinds of resistance its agents have to face, the more likely they are to be confused and defeated in the end. Western capitalism is not the only answer to Marxism nor even the best one. The best one is a variety of political and economic theories which will lose Marxism in a glorious shuffle. Complex balance of power means a balance of ideas as well as of armies. Thus understood, complex balance of power becomes the parent of a new world community of outlook and a new frame of justice.

### Peace, empire and Russia

IN support of the No. 3 American requirement, which is peace, balance of power serves only in the secondary sense that, lacking freedom, Americans (and a good many others) will not be peaceful.

Peace is the bait of empire. Whoever truly believes in the pacifist idea should welcome the victory of the German arms, said Hitler. He did not mention that peace would be at the price of freedom. So in the end, there would be neither freedom nor peace. The American historian, Michael Rostovtseff, provides a brief summary of the world's last experience with empire. Writing on international relations in the ancient Mediterranean world (Walsh [ed.]: *The History and Nature of International Relations*, pp. 37-38), Rostovtseff observes that then as now there were two different ways of working toward "peace." One way was "to impose peace by force, a method used by imperialistic powers, whose aim was the creation of a world state. All the existing states had to disappear in this mighty world state, and every attempt to recover liberty and independence was regarded as rebellion and suppressed by force of arms." "The second way," Rostovtseff proceeds, "was that of mutual recognition and mutual concessions made by different states toward each other. This way led to the creation of a balance of power, a system of independent and free civilized states which were bound one to another by treaties and decided their controversies by means of peaceful understanding . . . or by means of a regular war."

CONTINUED ON NEXT PAGE

## Important Event

### TWO PIECE SUIT! New Longer Length

Here it is—your loveliest, most important suit, to invite the loveliest, most important events in your life! New, longer jacket, flaring out at the hips in a full, flirtatious, double peplum. The top tier of the peplum and the jaunty collar smartly match the skirt. New, longer skirt with zipper closing. Superbly tailored of sleek, rich rayon faille. In enchanting colors:

Kelly Green and Black; Royal Blue and Black;  
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Sizes 8-11-13-15-17.

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	Send this lovely dress on approval. I'll pay postman \$7.98 plus postage and C.O.D. charges. If not delighted, I may return dress for refund within ten days. If prepaid, we pay postage. In New York City add 2% Sales Tax.			
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*All the new hair-do's  
need a Venida*



—to keep that  
"beauty shop glamour"

High hair-do . . . low hair-do . . . any way you wear your hair, keep it lovely with a Venida Hair Net 24 hours a day. Made by hand of genuine human hair. All but invisible, there's a Venida Net for every shade of hair, for every type of hair-do; for work, play, parties, sleeping. The Rieser Co., Inc., N. Y. 18

Venida Rules the Waves with Its Wonderful Line of Hair Beauty Aids

20¢  
(White, grey, purple 25c)  
Single or double mesh

**VENIDA**  
*The Guaranteed*  
**HAIR NET**



No Wonder  
Fleischmann's makes  
America's most delicious Martini



NOT JUST DRY  
IT'S  
"DRY" DRY

—without the slightest  
trace of sweetness!

Yes, Fleischmann's Gin is "dry" dry . . . 100% dry! That's one of four big reasons why Fleischmann's makes America's most delicious gin drinks. Reason Two: Fleischmann's has a superbly delicate, light taste! Reason Three: Fleischmann's is so very, very smooth! Reason Four: Fleischmann's priceless mixability provides the perfect base for Martinis, Tom Collins, all gin drinks!

90  
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EST. 1870  
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DRY GIN**  
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*America's  
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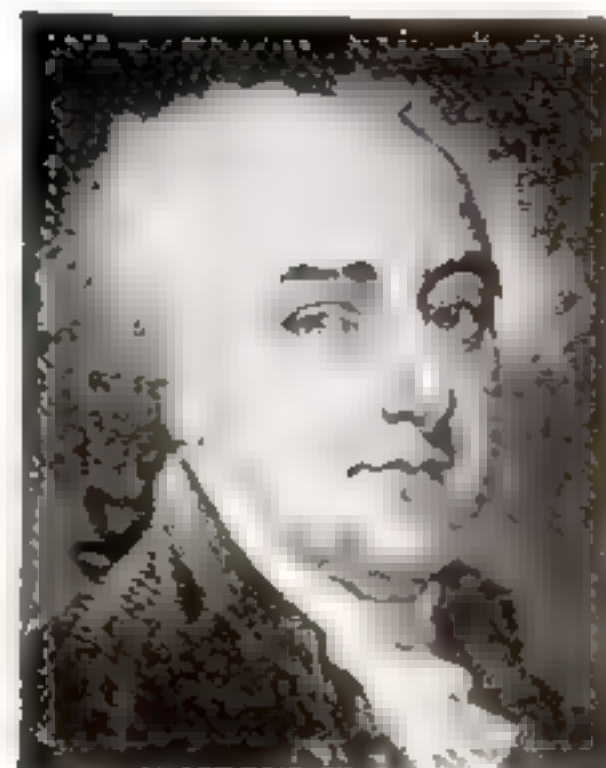
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THE FLEISCHMANN DISTILLING CORPORATION, PECKSKILL, NEW YORK.

## BALANCE OF POWER CONTINUED

Rome alone, Rostovtseff notes, succeeded in creating a world state and, on this basis, an almost general peace for some centuries. But "the price paid for this peace was heavy enough." Rostovtseff relates that "the results were, first, the stagnation of all creative efforts, and afterwards a bitter internal struggle which ended in complete exhaustion and unheard of decadence of civilized life." The Dark Age entered; after centuries, the Renaissance.



JOHN ADAMS called balance of power the "guardian of the laws."

Rostovtseff's history can become a prophecy. Today the Russians offer peace—at the price of freedom. The Russian way is that of Rome. The Russians have taken not alone their form of Christianity but also their political tradition from the eastern Rome, Byzantium.

The Byzantine tradition is unquestioning obedience to a personal ruler. In Byzantium the Christian church never shared power with government as the Western church did under Emperor and Pope; civil obedience was unqualified. (This, suggests Bertrand Russell, is why contemporary Russians obey Stalin instead of dialectical materialism.) History's later impresses have only deepened the Byzantine stamp on

Russian life. From 1238 to 1452, while the people of Western Europe were beginning to organize themselves politically on a basis of freedom, the Tartars—the descendants of Genghis Khan in the Golden Horde—were governing Russia as a military camp. After 200 years Ivan, Grand Duke of Muscovy, rallied the Russians to throw off the Tartar yoke. In doing so he used with a new ferocity the well-known methods of irresponsible and ruthless power that continued to characterize czarist despotism down to 1917, softened only by the chance of personality and a mounting decadence.

Then the Bolsheviks, Lenin led that small group to power in Russia by reliance on the principle of "revolutionary centralism," that "harsh, imperative and exacting principle," as Trotsky was to call it later. "Revolutionary centralism" was but a restatement of the centuries-long tradition of obeisance at all points to centralized infallibility. The issue between the U.S. and Russia today is not private enterprise vs. Communism. The decisive issue is that between freedom and empire; between the idea of power centralized and uncontrolled as against power distributed and balanced.

### Balance of power is an American idea

RECENT American generations have been disposed to think of balance of power as European. The principle is even more thoroughly American. When the U.S. Constitution was under popular scrutiny in the summer of 1789, John Adams wrote Roger Sherman in defense of the distribution of powers proposed therein: "Power naturally grows. Why? Because human passions are insatiable. But that power alone can grow which already is too great; that which is unchecked; that which has no equal power to control it." And he noted: "Longitude, and the philosopher's stone have not been sought with more earnestness by philosophers than a guardian of the laws has been studied by legislators from Plato to Montesquieu; but every project has been found to be no better than committing the lamb to the custody of the wolf, except that one which is called a balance of power."

In the foreign policy of the U.S. balance of power has alternated with neutrality as a determinant of action. The preferred position, naturally, has been neutrality; but whenever imperialists or adventurers have so far upset the general balance as to menace freedom, the American people have stood ready to intervene or have intervened.

The founders were confronted very soon with a problem of balance of power internationally. French armies were spreading over Europe and might soon subjugate Russia. Napoleon was showing an interest even in the Western Hemisphere. By 1815 even Jefferson, pacifistic and Francophile, was worried over the prospect. "The establishment in our day of another Roman empire, spreading vassalage and depravity over the face of the globe, is not, I hope, within the purpose of Heaven," Jefferson exclaimed to his friend Leiper. "It cannot be to our interest that all Europe be reduced to a single monarchy . . . And were the consequences even to be the longer continuance of our war," Jefferson did not hesitate to add, "I would rather meet them than see the whole force of Europe wielded by a single hand."

CONTINUED ON PAGE 22





*Never a Love so True... Never a Ring so Cherished*



Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

She's so happy . . . and you're so proud . . . when her genuine registered Keepsake Diamond Ring proclaims that she's yours forever. Through six decades, the choice of America's loveliest brides, a Keepsake is the traditional symbol of love, and the most treasured of all diamond rings. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity

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<b>A</b> ORLEANS Set Engagement Ring	425.00	<b>B</b> JONQUIL Set Engagement Ring	187.50 125.00	<b>C</b> HOLLISTER Set Engagement Ring Also \$450	900.00 750.00	<b>D</b> DALE Set Engagement Ring	212.50 150.00
<b>E</b> FLORAL Set Engagement Ring	250.00	<b>F</b> LOWELL Set Engagement Ring Also \$350	300.00 200.00	<b>G</b> CASTLE Set Engagement Ring	262.50 175.00	<b>H</b> EVE Set Engagement Ring	525.00 400.00
<b>I</b> WESTOVER Set Engagement Ring	450.00 350.00	<b>J</b> SHIRLEY Set Engagement Ring	129.75 100.00	<b>K</b> HEATHER Set Engagement Ring Also \$100 to 2475 and in platinum \$300 to 3450	362.50 350.00	All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax.	



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Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding" . . . a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

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*Traditionally through Six Decades the Choice of America's Loveliest Brides*

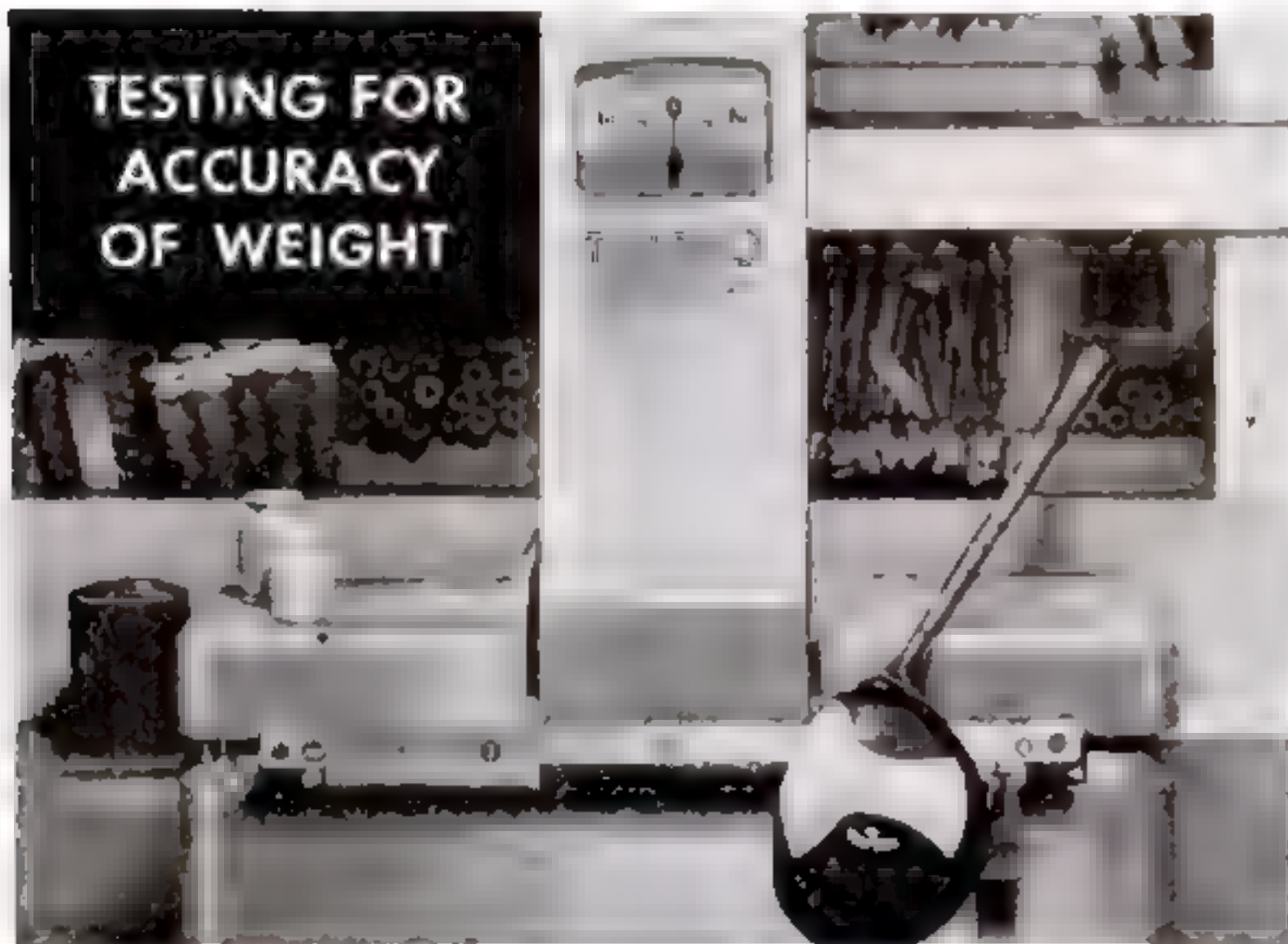


# EVERY CLUB IS YOUR SPECIAL FAVORITE

## Each of These Precision-Made BRISTOL Clubs Gives You Confidence for Better Scoring

Most every golfer has a favorite club in his bag, a club that, when he swings it, feels just right. Well, that's exactly the "feel" you get with each and every one of the precision-made, accurately balanced handsome new clubs in the BRISTOL matched set. Each club . . .

wood and iron . . . not only possesses a mathematically accurate "swing weight" balance of its own, but each club is balanced precisely in relation to all the rest. BRISTOL, originator of the steel golf club shaft, has now once again stepped out ahead in the art of expert club making. Swing one of these BRISTOL Beauties at your first opportunity. Swing every club in the set. When you thrill to the "feel" of controlled power, you'll say: "Man, every single one of these fine clubs is my special favorite."



Precision manufacture, based on long experience and war-born skills, is carried in BRISTOL Golf Club manufacture to unusually high degree. Throughout the many production processes undergone by heads, shafts, the putting on of grips, so precise is the work that the

finished clubs, for example, vary only minutely from their scientifically predetermined weight. Illustrated here is a BRISTOL Club being weighed before assembly into a set, assuring that each club will weigh what it should for correct over-all set weight and balance.

Hit  
Better Shots  
with the  
NEW

**Bristol**  
THE HORTON MANUFACTURING CO.  
BRISTOL, CONNECTICUT  
**GOLF CLUBS**

BALLS, BAGS  
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ACCESSORIES



Also  
Makers of  
BRISTOL  
FISHING RODS,  
REELS, LINES

## BALANCE OF POWER CONTINUED

Jefferson hoped "that a salutary balance of power may ever be maintained among nations."

The victories of Trafalgar and Waterloo lifted the Napoleonic threat, and five years later the accent had gravitated to neutrality. Now Jefferson writes to President Monroe that European "political interests are entirely distinct from ours." "Their mutual jealousies, their balance of power, their complicated alliances, their forms and principles of government, all are foreign to us," he asserts. "They are nations of eternal war."

Yet Europe with its balance of power was to enjoy a century of

peace marred only by relatively brief and localized intervals of campaigning. The two biggest wars of the 19th Century were civil wars, one fought in the U.S. and one in China.

Our Civil War being over and danger of European intervention past, there set in for the U.S. a privileged international position. British naval supremacy, dedicated to economic rather than political imperialism, was one source of our security. Another was the continuance of a complex balance of power on the Continent of Europe. The two combined to yield the American people—free, gratis, and for nothing—the shield and buck-



DAUMIER drew the seamy side of balance of power, gave it a bad name.

ler of external freedom; and swift accretions of strength at home put the cap upon a situation certain to lull Americans toward complacency.

At the end of this long, bright interval Theodore Roosevelt cut through to underlying facts. In 1911, being then on the editorial staff of the *Outlook*, T.R. said to a German diplomat, "As long as England succeeds in keeping up the balance of power in Europe, not only on principle, but in reality, well and good; should she, however, for some reason or other fail in doing so, the United States would be obliged to step in at least temporarily, in order to reestablish the balance of power in Europe, never mind against which country or group of countries our efforts may have to be directed."

It was not Roosevelt, however, but Woodrow Wilson who had to meet the situation, and to Wilson as to other Americans of the present century, "balance of power" seemed alien and unclear. To Wilson balance of power meant not freedom's shield and buckler, it recalled instead the abuses which had grown up in the practices of dynastic Europe. To these Wilson was not alone in his aversion.

In Europe also the advancing 19th Century had come to look askance at the accepted doctrine of two centuries preceding. Complex balance of power was still, no less than ever, the indispensable basis of Europe's freedom; but after Napoleon's defeat the danger of any new drive toward empire grew dim. The French cartoonist, Daumier, pilloried balance of power as a source of insecurity and armaments; and indeed these are, at times, the price of freedom. The felony of Poland's partition was compounded in the name of balance of power; in the name of balance of power sovereignty over peoples had been traded among chanceries as if peoples were but cattle. In shying from dynastic abuses of the principle, public spokesmen shied also from the phrase. When Prussian armies invaded France in 1870, Gladstone spoke to Parliament, not of balance of power but of "the common interest against the unmeasured aggrandizement of any Power whatever." On that phrase Sir Edward Grey relied again in August 1914.

Earlier, when Europe was being remade at Utrecht (1713) following Louis XIV's imperial adventure, "balance of power" was the very gospel. Treaties spoke of Europe as "this federal Equilibrium." At Vienna in 1814, balance of power reigned again. But when, in January 1919, the delegates gathered at Paris for Europe's third remaking, Woodrow Wilson expressed the hope that "no odour of Vienna" would be brought into the proceedings. Before leaving the U.S. he had denounced the balance of power in the second of his Four Principles of Feb. 11, 1918. He stipulated therein that "peoples and provinces are not to be bartered about from sovereignty to sovereignty as if they were mere chattels and pawns in a game, even the great game, now forever discredited, of the

CONTINUED ON PAGE 90



# Who's Right? Who's Wrong?



"Goodness! Fresh sheets again tonight?"



**Aunt Jenny's right!** No matter how long your Pullman trip, the porter makes your bed with crisp, clean sheets each night. And the improved section (upper and lower) accommodations of new cars now in service are more comfortable than ever!



"I'm at the station; see you in ten minutes!"



**The salesman's right!** Having shaved and dressed in his Pullman room and breakfasted on the train, he got in on dependable railroad schedules; got off right in town, feeling rested, refreshed and rarin' to get that order!



"But we can't afford a Pullman private room!"



**The wife is wrong!** When two people occupy a bedroom, it actually costs them *less* than two lower berths. Among its many comforts and conveniences are complete privacy when you want it; your own wash-bowl and toilet.



"This looks like something new!"



**The passenger is right!** The Duplex-Roomette is a new-style room in a new-style car now in service on some railroads, coming soon on others. Like the popular Pullman roomette, it is designed for single occupancy.

## Go Pullman

THE SAFEST, MOST COMFORTABLE  
WAY OF GOING PLACES FAST!



**D.D.T. ALONE  
IS NOT ENOUGH—**

# Get Bug-a-boo

**THE ALL-PURPOSE SUPER  
INSECT SPRAY WITH . . .**

## Pyrethrins

**FOR QUICK KNOCKDOWN AND KILL—**

## PLUS D.D.T.

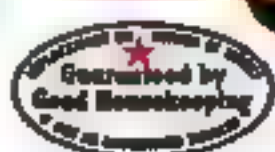
**FOR SURE, LONG-LASTING PROTECTION!**

## Kills all 9\* Major pests!

High Quality kept uniform by constant testing in  
Socony-Vacuum's Special Insecticide Laboratories  
Sold at Leading Stores in your neighborhood



Kills Flies  
Ants  
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Fleas



This all-purpose insect spray has almost twice the killing power required by the U. S. Government for an AA grade insecticide. Used as directed, it is harmless to humans and pets . . . will not stain walls or fabrics . . . is pleasantly pine-scented. Contains the same combination of toxic ingredients as the spray used by our jungle fighters in World War II.

For moth control, try Bug-a-boo without D. D. T. This time-tested bug killer is also recommended for those who prefer a straight pyrethrins spray.

ALSO: Bug-a-boo Moth Crystals • Bug-a-boo Repellent • Bug-a-boo Garden Spray



CONGRESS OF VIENNA deliberately sought to restore the European power balance after Napoleonic wars. A century of comparative peace followed.

### BALANCE OF POWER CONTINUED

balance of power." Instead there was to be "self-determination."

The slight duration of the Versailles respite, compared with Utrecht's 80 years and Vienna's century, has elicited some second thoughts on balance of power. The critical point for our cognizance today is this: Though Wilson rejected, as his British cousins in Liberalism, Gladstone and Grey, circumvented, the phrase "balance of power," Wilson held, not less surely than did they, to the conviction that any single domination of Europe must imperil freedom everywhere, and must therefore be resisted.

This capital fact is confirmed to us by Wilson's close friend and advisor, the historian, William E. Dodd. In an article contributed to the *New York Times* magazine, Dec. 27, 1936, Dodd recounted that "when the World War assumed proportions and purposes like those of Napoleon I and Louis XIV, President Wilson began to wonder whether his country could safely witness a dictatorship embracing practically all Europe." On August 15, 1915 Wilson said to Dodd, "I am as much a devotee of peace as any man; but in case Europe falls under the domination of a single militarist group, peace and democracy for our country are going to be in grave danger. In case that seems obvious, I shall have to urge American intervention."

World War II confronted the people of the U.S. once more with the dilemma of neutrality and their own proper interest in the fate of Europe. President F. D. Roosevelt never openly invoked the principle of the balance of power. The attack on Pearl Harbor removed many political uncertainties. However, during 1944 there were published in the *Saturday Evening Post* articles by Forrest Davis based on talks with President Roosevelt, and the latter is said to have reviewed before publication what Davis wrote. The following passage is in point: "Our historic interest, like England's, has demanded a European balance of power wherein no single nation commands all the Continent's resources and manpower to our potential disadvantage. Stripped to the bare essentials, we fought in 1917 and are fighting now to prevent the mastery of Europe by one aggressive power."

In each war we took up the final challenge and spent our blood and treasure in a cause which (as Gladstone once said of England) was not immediately our own. We accepted a fate which others had prepared for us and fulfilled the last cruel necessity of the principle of the balance of power defensively conceived.

### The challenge is the kind we know about

THE world today is far more compact and explosive than it was in 1941. In order to survive we must advance consciously, without more delay, from the purely defensive into a constructive and preventive stage of our historic quest for freedom through balance of power.

Fruitless negotiations with the Kremlin, whose lack of common purpose was writ large from the outset, have slowed our start. Historical momentum took us some distance nevertheless. At least we have been unable to persevere in policies which pointed away from a balance of power, such as the Morgenthau plan for Germany and the Stilwell-Vincent line in China. It is now time to confess explicitly our devotion to the balance of power, and to draw the scattered manifestations of our policy into a worldwide plan. Such a plan would commit us:

1. To support "the common interest against the unmeasured aggrandizement of any Power whatever," as we have begun to do in Greece and Turkey. And beyond that—

CONTINUED ON PAGE 82





# Handle his Tender Skin with Greatest Care

—IT'S REALLY THINNER THAN YOURS

**D**OESN'T your heart almost skip a beat every time you touch your baby's skin? It seems so delicate and tender... soft as the softest down. It actually *is* finer and thinner than a grown-up's you know.

No wonder you make it a ritual to keep him dry... to rinse away every bit of irritating soap from his diapers. But do you give that same attention to his bathroom needs?

**Baby's tissue should be three-ways protective**

Your baby's tissue should be soothing-soft... so it cannot chafe or irritate his thinner skin.



It should be truly absorbent... to do a clean, clean job. And it should be sufficiently firm to prevent tearing and shredding.

More mothers every day are finding this ideal combination of qualities in ScotTissue than in any other brand of tissue. ScotTissue is "old linen" soft, highly absorbent, yet firm enough for perfect cleansing.

You can be sure that ScotTissue will meet your most exacting demands in caring for your baby's thinner skin now. And it will aid you in training your child to proper toilet habits later on.



**Try this easy way to reduce diaper-laundering**  
For babies up to 6 months, try crumpling up 20 or more sheets of soft, absorbent ScotTissue and inserting in the diapers. You will have more dry diapers... less staining. Simply flush away the soiled tissue. Keeps baby "comfy" and saves on laundry, too.



## ScotTissue is soft as old linen

Trade Mark "ScotTissue" Reg. U. S. Pat. Off.





## A gal needs evening clothes

If she meets someone super in her dreams, she'll want to look her nicest. In her Merrichild Sleepers, she'll be the best-dressed girl in Slumberland.

Merrichild Sleepers are Hanesknit for warmth, comfort and pleasant dreams. Smooth, flat seams lie soft against tender skin. The springy-knit body gently gives with every movement. Double-soled feet and overlapping shoulders are made for wear.

When you shop for sleepers, be budget-wise. Ask for Merrichild, made by the makers of Hanes Underwear for men and boys. In pink or blue, at your leading store. P. H. Hanes Knitting Company, Winston-Salem 1, N. C.



Two-piece suits, ages 0 to 4, \$1.59. With extra pants, a three-piece combination at \$2.19 gives baby more sleeper-changes, makes less laundry for Mother.



One-piece gripper-back, ages 0 to 3, \$1.59.



One-piece gripper-front, ages 4 to 6, \$1.59. Knit cuffs at ankles on age 6, \$1.95.



## Merrichild Sleepers

## BALANCE OF POWER CONTINUED

2. To lead the world, if we can do so, toward a new complex balance of power in fact, moving thus from the defensive into a constructive and preventive phase.

Leadership in these regards was until recently with the British. But during four centuries they had never to face a situation so threatening as the present or to act with so little outside help as we may look for. Probably never has a people held the general fate so unequivocally in their hands as do Americans at the present juncture. Upon us has descended, without reversion, guardianship not only of our own ideals but that legacy of the Western World of which our ideals are part.

The challenge is harsh and exacting beyond precedent. However one very interesting and encouraging aspect has been little noted. It is this: The two specific problems which now challenge us abroad are precisely those problems which have engaged the chief effort of our domestic life. So far we have bested them at home.

In the U.S., as in other countries, industrialization brought on power-concentrations as dangerous to freedom on the domestic scene as were Napoleon and Hitler internationally. Resistance to these concentrations, the struggle to maintain a complex balance of power in our domestic social organism, brought forth the Sherman Anti-Trust Act and related legislation. Campaigns against overconcentration were led by Theodore Roosevelt, Woodrow Wilson, Franklin Roosevelt. The same imbedded principle has recently driven Congress to check the overconcentrated leadership of union labor. At home as abroad the issue has been—empire or freedom? It may make today's international task less alien and forbidding to remember that.

Woodrow Wilson's friend, Dodd, relates that Wilson, facing up to the first world war, knew "how little he was changing his programme, as any one may see from the phrasing of all his public utterances upon the war in the winter of 1917." From "his struggle against the over-weening power of American industry and its financial allies," Dodd tells us, Wilson felt called to "a greater struggle with German imperialism."

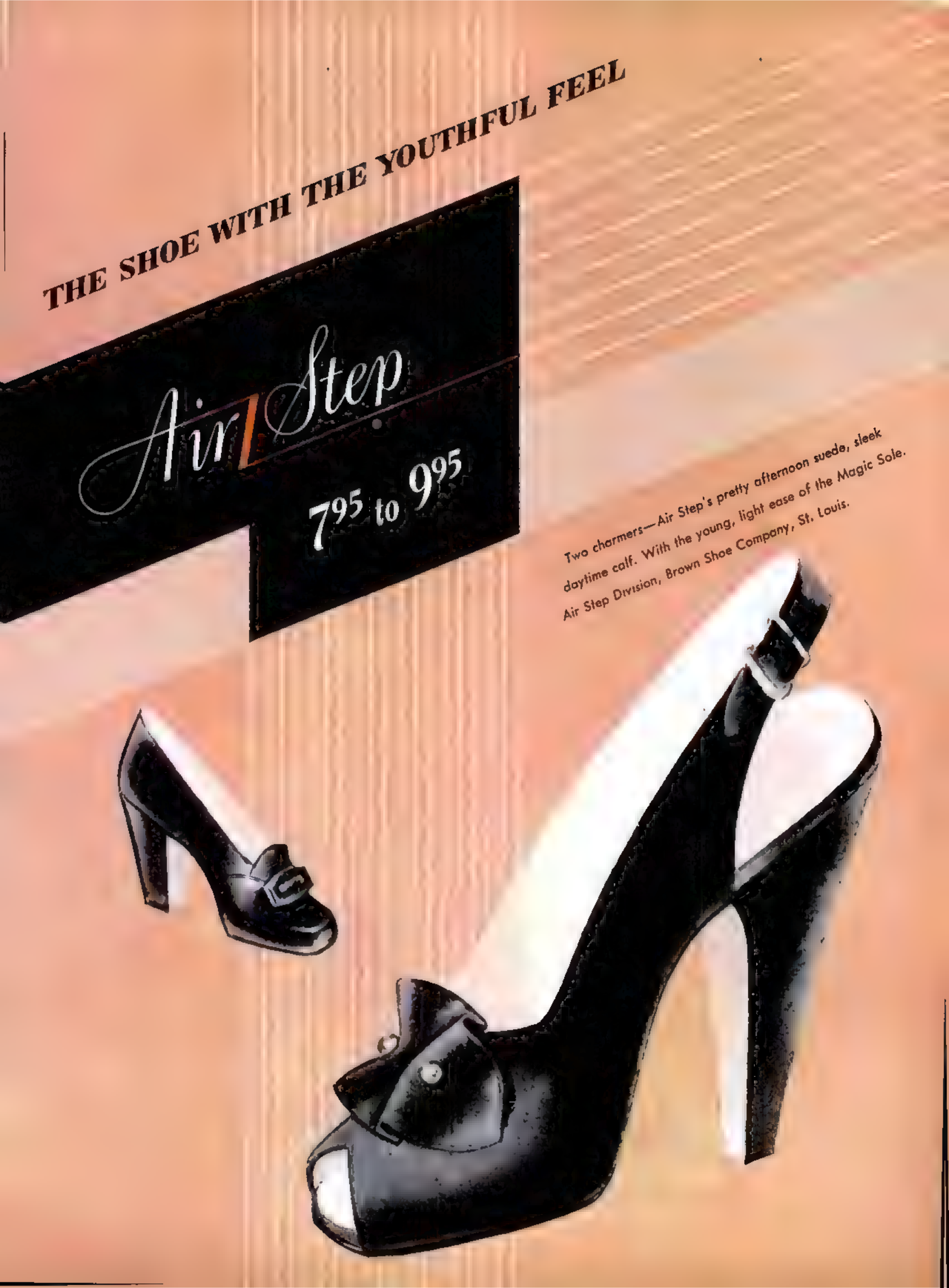
Secondly, there is the problem of promoting a new world community of outlook, as a frame of justice. We know that problem domestically as the "melting pot." Setting out with "a people descended from the same ancestors, speaking the same language, professing the same religion, attached to the same principles of government, very similar in their manners and customs," as Jay cheerfully noted in *The Federalist*, we have absorbed into one community, in great numbers and at times swiftly, nearly as wide a variety of race and culture as exists over the globe. The census of 1940 showed that more than one fourth (35 million) of the American people either were born abroad or had foreign-born parentage; that nearly one fifth (25 million) did not have English as their mother tongue, and that nearly one sixth (20 million) stemmed, in the immediate sense just indicated, from the politically high-pressure area of Central and Eastern Europe. Yet the melting pot has worked.

A successful foreign policy must always, in a democracy, be the renewal and extension of policies that work and are held dear in domestic life. We have now to lead in making effective on the scale of the world the principles which have shaped our life at home.



**BEFORE PARIS CONFERENCE** of 1947, aimed at re-establishing Europe as an important power center, Molotov (second from right) conferred with the British and French foreign ministers. But he refused to attend the conference. Russian policy is consistently opposed to the theory of the balance of power.





THE SHOE WITH THE YOUTHFUL FEEL

Air Step

795 to 995

Two charmers—Air Step's pretty afternoon suede, sleek daytime calf. With the young, light ease of the Magic Sole. Air Step Division, Brown Shoe Company, St. Louis.









***...just think of all the freedom  
the FIRST MILLION owners enjoy***

**This silver and gold Bendix is not to celebrate the work we have done to produce  
the first million Bendix automatic Washers. • Instead, it is to celebrate the washday freedom  
these machines have brought to all the women who have used them. • No other washer in the world  
has made such mountains of wash come sparkling clean... for so many families...  
and done it *automatically*. • No other washer has done such a big job so well  
and been so thrifty with hot water and soap... so gentle with clothes.**

**BENDIX HOME APPLIANCES, INC., SOUTH BEND 24, INDIANA**



*The 1,000,000th Bendix Washer shown here has been  
presented to the Edison Institute, Dearborn, Michigan.*

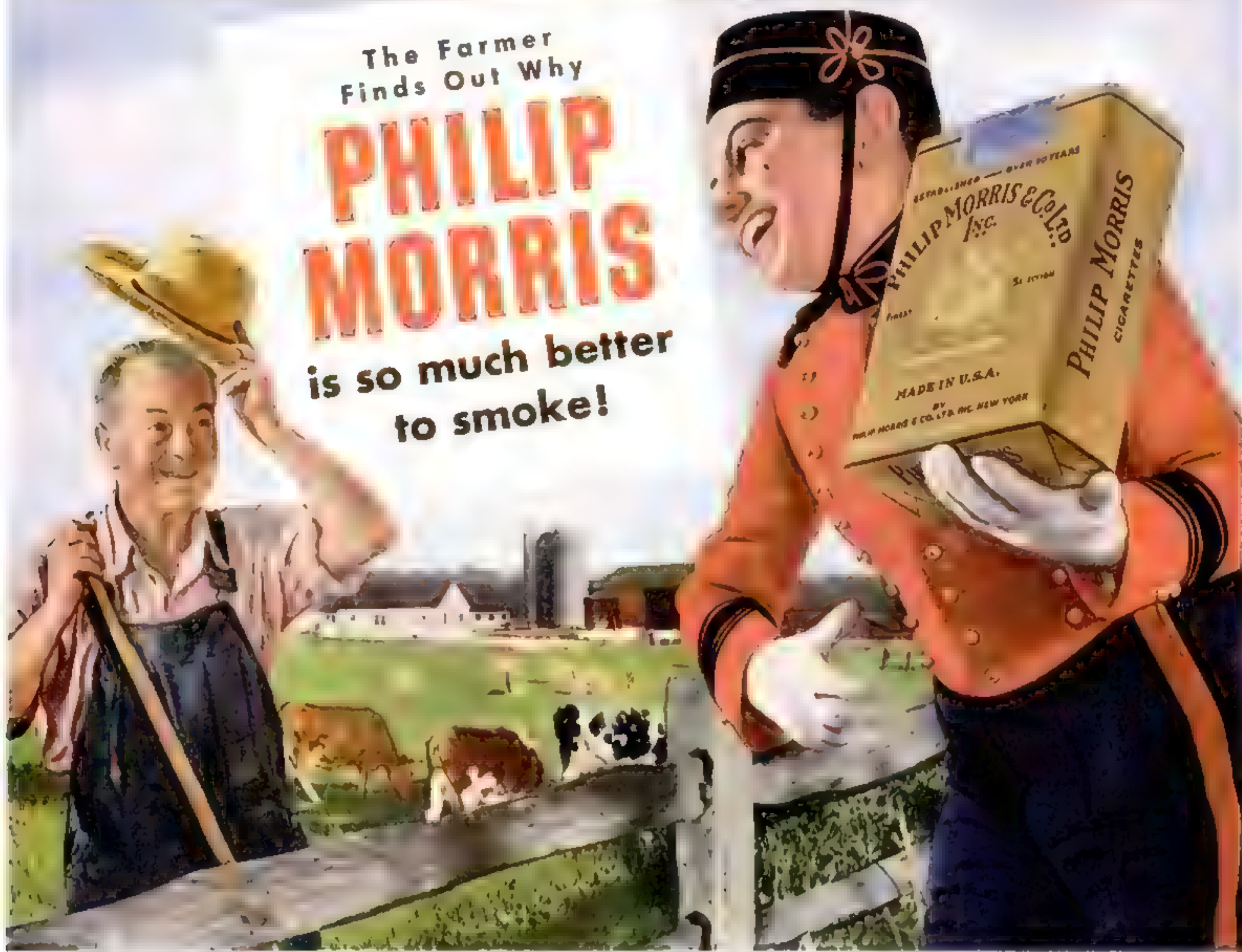


# JOHNNY ON THE SPOT

The Farmer  
Finds Out Why

## PHILIP MORRIS

is so much better  
to smoke!



The Farmer thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

*TRY A PACK TODAY!*

CALL FOR **PHILIP MORRIS**





IN THE MARKET PLACE THE VIRGIN MARIA, PLAYED BY THE MAYOR'S DAUGHTER, SNEERS AT THE BIG DRAGON WHO HAS COME TO CARRY HER OFF TO HIS LAIR

## THE NO-ACCOUNT DRAGON OF FURTH

In his first postwar attempt to make away with a German virgin, he is foiled again by the White Knight

To see the gallant White Knight do battle with the dreadful Dragon for the sake of the beautiful Virgin, 30,000 Bavarians recently jammed into the town of Furth, Germany, along with LIFE Correspondent Will Lang and Photographer Walter Sanders. Although the Dragon was making his first appearance since 1939 (by courtesy of a U.S. Military Government officer who helped townspeople obtain costumes and beer), the seven-year layoff had done him no good. The no-account Dragon was in poor form as usual, boozy and inept, and at the end of the day he lay stone-cold dead in the market, just as he has been doing ever since the Middle Ages.

Furth's ancient pageant tells a delightful story.

Once upon a time, during the Crusades, a monk came to town to recruit soldiers to free the Holy Land. The monk readily enlisted Udo, a simple peasant, but got nowhere with Wolf von Wolfenstein, a well-known draft-dodger. Now it so happened that both Udo and Wolf loved Maria, a virgin. It also happened that a local Dragon annually came to town in search of just such a virgin as Maria to carry off to his lair. After our hero went to war Wolf coined a false rumor that Udo had been killed. Hearing this, Maria resolved to offer herself to the Dragon. But in the nick of time Udo returned at a gallop to slay the Dragon and save her (p. 100). Of course Udo had not been killed in the Crusade

but had actually been promoted from simple peasant to White Knight for gallantry in action. While Wolf fled in disgrace Udo and Maria were married and lived happily ever after.

This legend still plays an important part in the life of Furth. The beautiful Virgin by tradition is invariably one of the mayor's daughters, and after the pageant the actor who plays Udo is expected to marry her and has done so in 80% of the cases on record. Naturally the mayors of Furth highly approve of this custom, but this year His Honor is having a nervous time. Udo, who in real life is a husky blacksmith of independent mind, has thus far stubbornly refused to commit himself.





UDO, THE WHITE KNIGHT, IS PLAYED BY MUSCULAR 22-YEAR-OLD BLACKSMITH



WOLF VON WOLFENSTEIN, THE BLACK KNIGHT, IS PLAYED BY VILLAGE ARTIST

## LOCAL CITIZENS STAR IN ANCIENT PAGEANT

All the roles in Furth's *Drachenstechen* (Dragon-sticking) are enthusiastically played by local citizens. Hans Dimpfl (*above, right*) has been cast as Wolf von Wolfenstein for 20 years, although Jakob Hofmann (*above, left*) must find another role next year because a new White Knight is chosen annu-

ally. The Dragon, a 16-ton prop mounted on eight wheels, is made of metal, wood and canvas. It contains a crew of six who frequently refresh themselves with beer and who are custodians of the containers of pigs' blood which spills out on the street as the White Knight's sword strikes home.

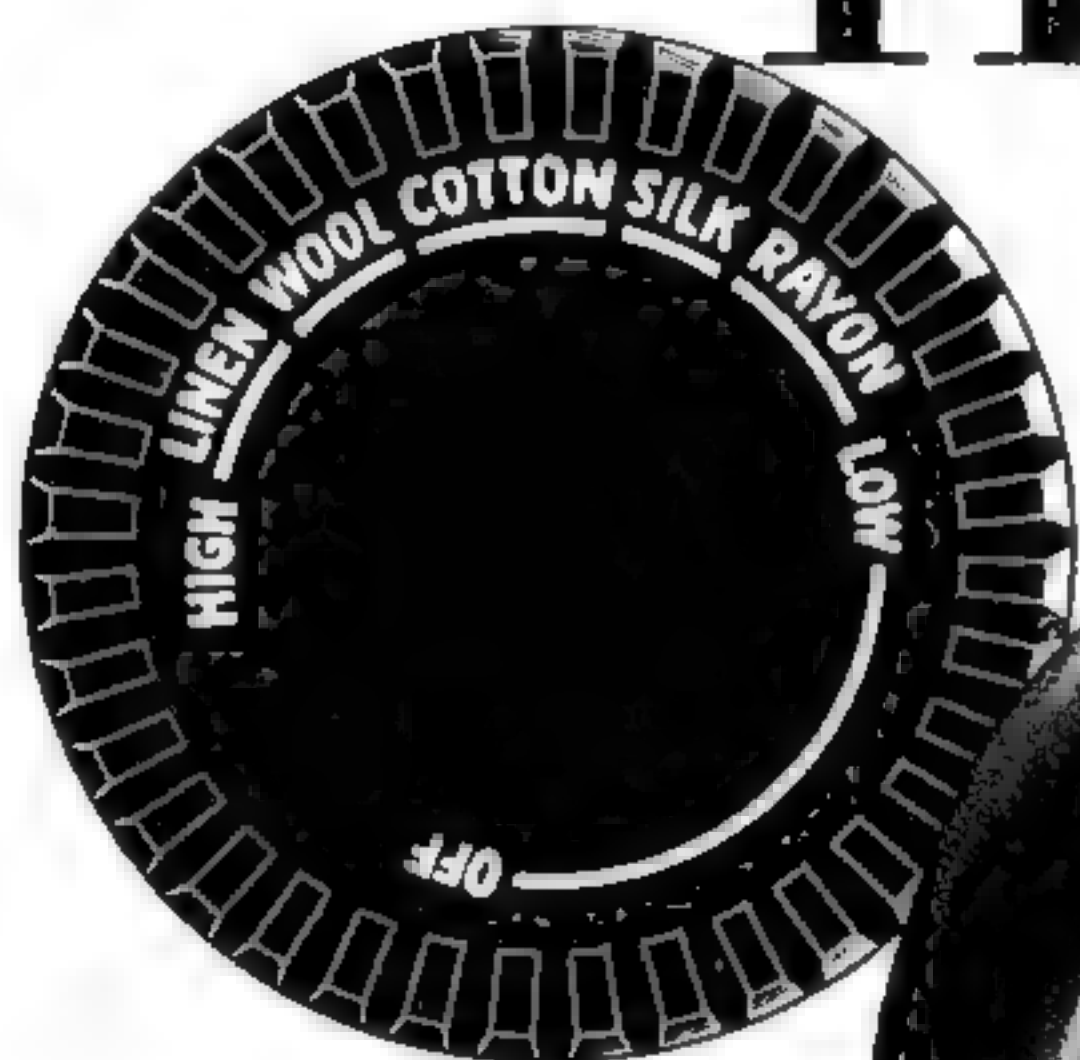
GALLOPING DOWN THE MARKET PLACE WITH LOWERED LANCE, THE WHITE KNIGHT ATTACKS THE DRAGON. WHILE CROWDS CHEER, HE DISPATCHES BEAST AT ONCE



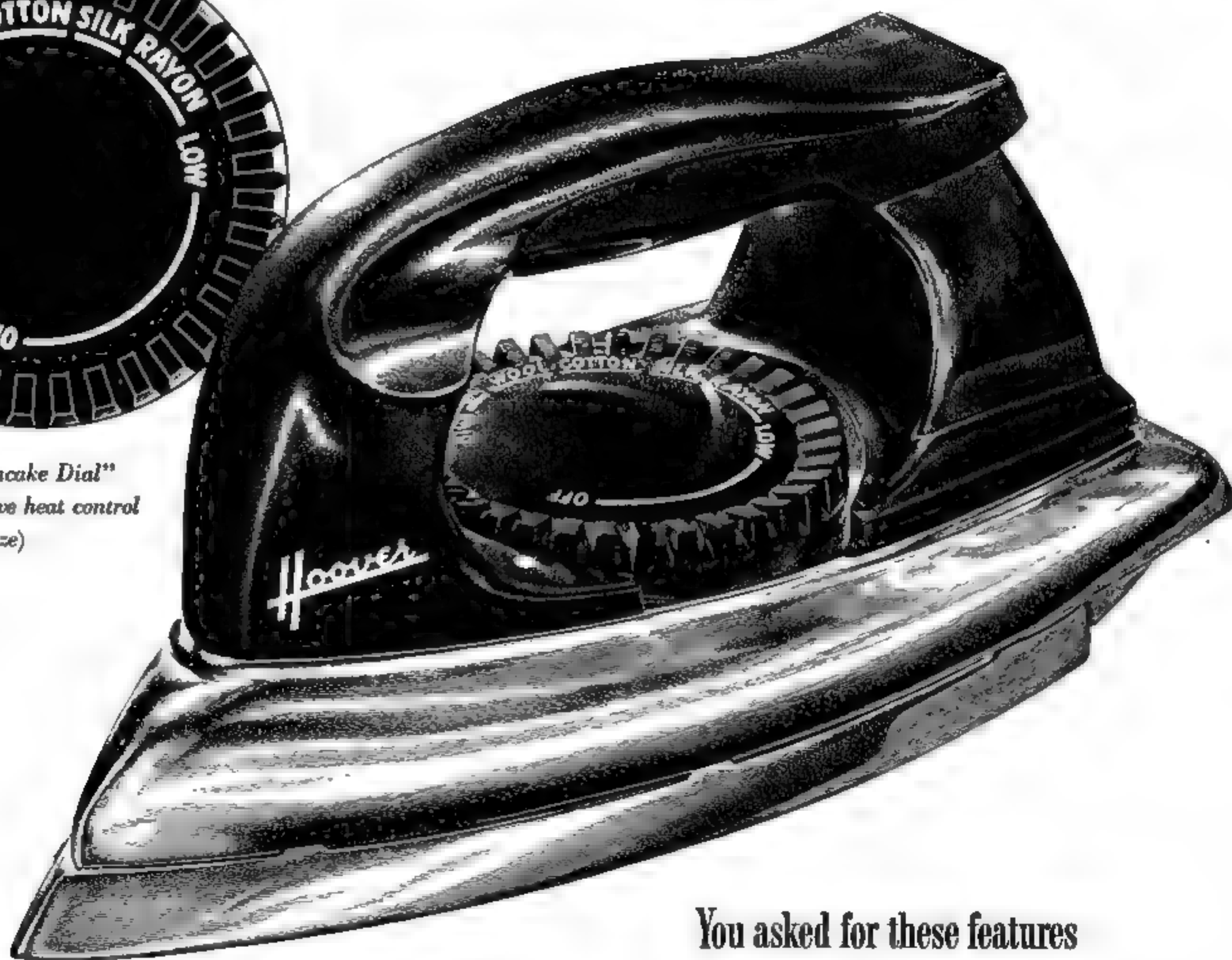


The makers of the famous Hoover cleaner  
present the new Automatic Electric

# Hoover Iron



The "Pancake Dial"  
for positive heat control  
(actual size)



## You asked for these features

(Brought to light in a nationwide survey of what women wanted in irons)

- "PANCAKE DIAL" precision heat selector—easy to read, easy to set
- "KOOLZONE" HANDLE—fits your hand, protects it from heat
- LOW-ANGLE bevel of sole plate slips easily under buttons
- THUMB REST—makes iron easier to guide and use
- WIDE HEEL REST—gives firm support when iron is standing
- TWO WEIGHTS—light and medium—to suit your needs

*Something every woman uses...  
with a name  
every woman knows*

The Hoover Company . . . North Canton, Ohio . . . Hamilton, Ontario, Canada

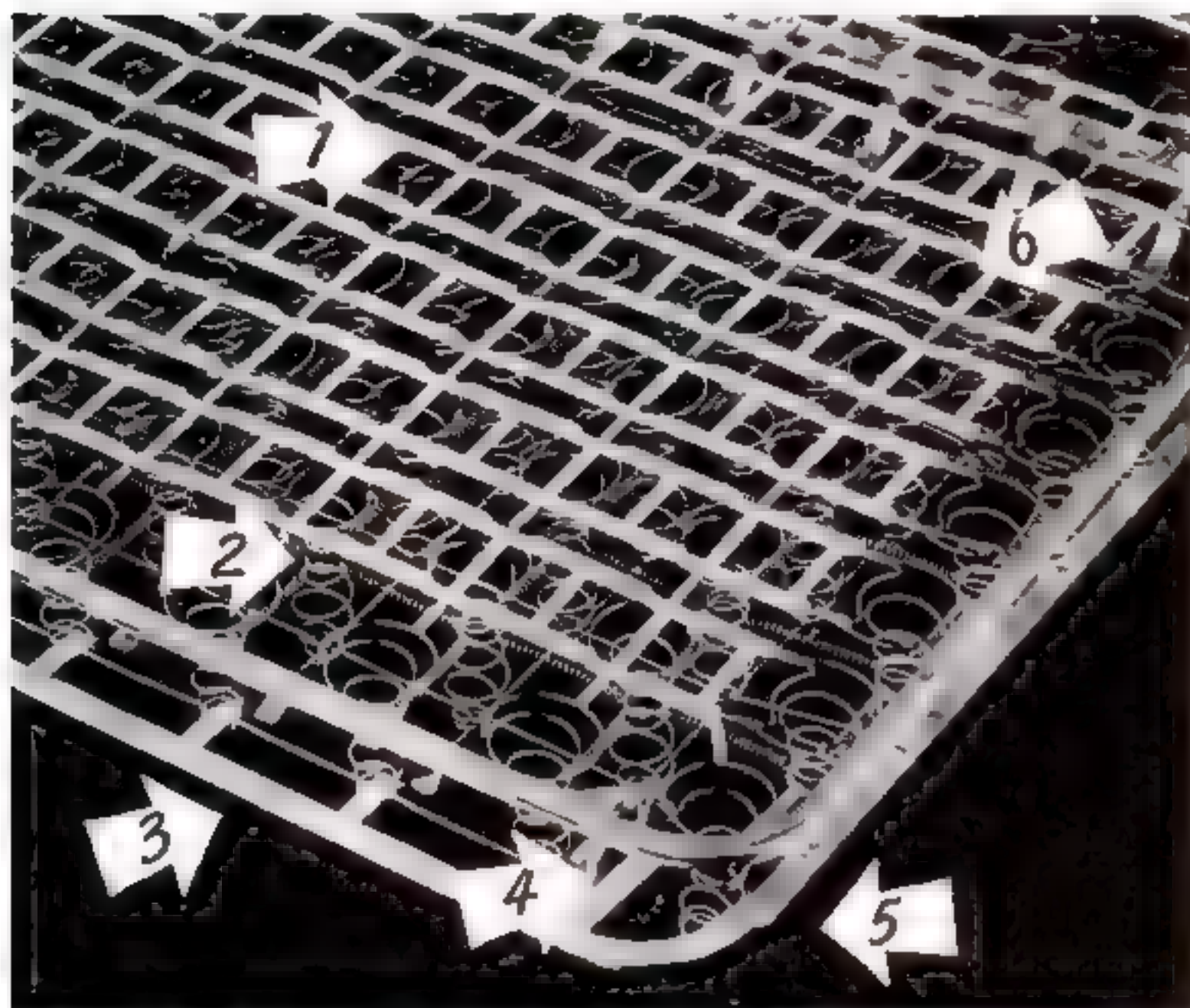
Styled by Henry Dreyfuss—  
displayed now at Hoover dealers everywhere

**\$11.45**



# NOW YOU CAN THROW AWAY YOUR OLD BEDSPRING!

See your bedding dealer today—and get a new Ace Spring® by Simmons—the modern bedspring that's designed especially for your inner-spring mattress!



1. New "lattice" platform (instead of old-fashioned open springs) gives firm support for any mattress!

2. Each "lattice" row is flexibly connected to next row by springs. ACE offers more independent action than rigidly joined platforms of other bedsprings.

3. Smooth angle frame keeps springs in perfect alignment—no sag!

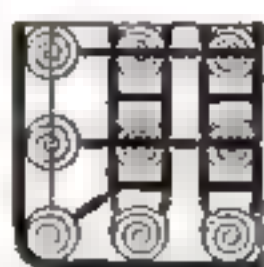
4. Two corner stabilizers prevent "side sway," maintain mattress balance.

5. Look! Round corners prevent tearing of bed clothes!

6. These 99, deep, double-deck coil springs are designed to give exactly the right resilience for the inner-spring mattress of today—make it seem even more heavenly restful!



Above, see how old-fashioned open-coil bedsprings often allow mattresses to sag into them. This sagging distorts mattresses—wears them out!



Above, see how metal crosspiece platform which covers coil springs of ACE prevents your mattress from sagging . . . makes it much more comfortable!

FOR EXTRA COMFORT, GET AN

**ACE SPRING** MADE BY **SIMMONS**  
**\$24<sup>50</sup>**

© 1947, SIMMONS CO., MFG. MARY, CHICAGO, ILL.  
REG. U. S. PATENT OFFICE

## Dragon of Furth CONTINUED



**DRAGON'S CREW** consists of five men and a boy who manipulate movable head, tail and winglets. Boy also pumps smoke out through the beast's nostrils.



**DRAGON'S CARGO** is a case of beer, taken aboard through an opening in belly. U.S. officer helped townspeople get about 6,350 gallons for the party.



**DRAGON'S DEATH** occurs when the White Knight, having thrust his lance into the beast's throat, attacks with his sword. Pigs' blood spills out on street.





**Hamburger Quickies.** So easy to prepare! So economical, because Hunt's Tomato Sauce costs but a few cents a can. So delicious — well, ask Pop and the youngsters! You'll need —

1 lb. chopped meat      1 can Hunt's Tomato Sauce

Season hamburgers, brown in hot fat on one side. Turn, pour Hunt's Tomato Sauce over them. Cook 8 to 10 minutes more, basting occasionally. Serve on hot toasted rolls. And better make plenty!

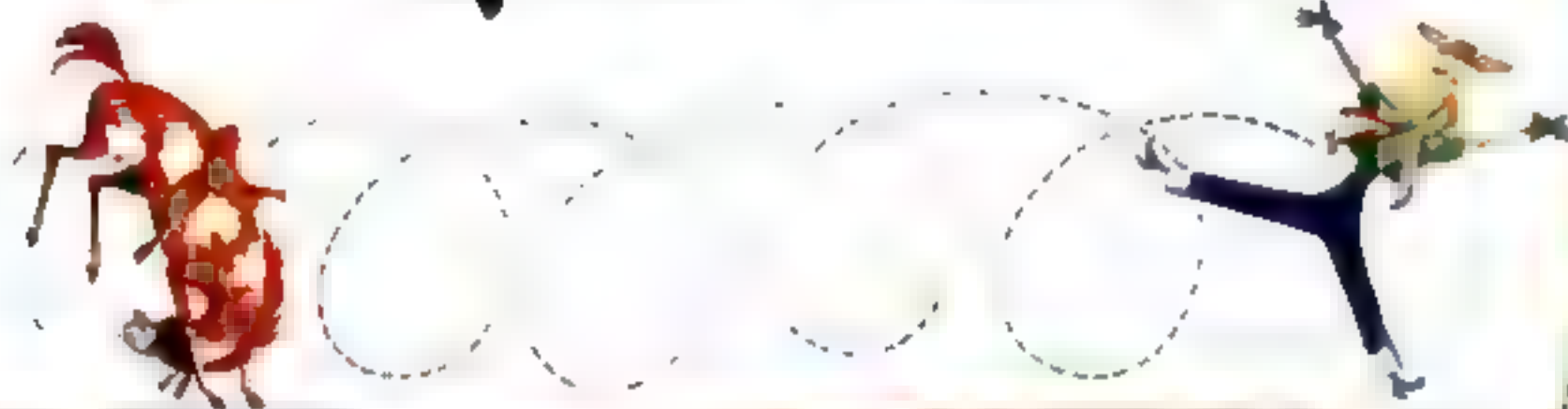


**Tomato Scrambled Eggs.** Just try 'em! And you'll bless the day you discovered the rich, all-tomato goodness of Hunt's Tomato Sauce. You'll need —

6 eggs      1 can Hunt's Tomato Sauce

Soft-scramble the eggs. Meanwhile heat Hunt's Tomato Sauce in separate saucepan. Serve eggs, topping with sauce (the sauce will do for 8 eggs if desired). After enjoying, jot down on your shopping list: 6 cans of Hunt's Tomato Sauce!

## Four Quick Stunts with



← the wonderful  
cooking sauce from  
California



**Bacon 'n Beans.** They have tantalizing tomato tang, and no wonder: it takes more than four fresh, plump tomatoes to make one can of Hunt's Tomato Sauce. You'll need:

4 strips bacon      1 large can beans  
1 can Hunt's Tomato Sauce

Dice bacon, fry till crisp. Add beans and Hunt's Tomato Sauce; simmer 10 minutes. Nothing could be simpler — nor taste better. Try it and watch the family grin!



**Vegetables Hollywood.** So good — this recipe's a plot to make you a regular user of Hunt's Tomato Sauce. You'll need —

Cooked vegetables      Grated Cheese  
1 can Hunt's Tomato Sauce

Place cooked onions, cauliflower, green beans, or other large pieces of cooked vegetables in flat baking dish. Pour Hunt's Tomato Sauce over them; sprinkle with cheese. Place under broiler until well heated and sauce bubbles. Good? You'll say! Because Hunt's is *kettle simmered* with fine seasonings and spices.

# Hunt-for the best

Hunt Foods, Inc., Los Angeles, California

© Hunt Foods, Inc., 1947.









IN THIS WEEK'S advertisement I wanted to show you every one of the fine liquors I produce, and I thought the simplest way was to print all the different labels in full color.

Each label has always seemed to me like the title page of a story. There's the Rocking Chair label...remindful of whiskies rocked in the keg aboard ship...and rocked on land by retired sea captains beneath their rocking chairs for finer flavor—a flavor recaptured in Rocking Chair Whiskey.

You might like to know the story behind the word *Imported* on the Rum labels. These excellent Rums are imported from the Virgin Islands, but since these tropical isles are U. S. possessions—there is no import duty—a saving on every bottle I gladly pass on to you.

My Personal Choice is no doubt the most unusual label of all. It offers you choicest whiskies I have personally selected and, in addition, a private label imprinted free with your own name. Your dealer will be pleased to tell you how to obtain this personalized label.

Finally, may I remind you of the famous Dry Gin label...one of the first Dry Gins to return after Repeal and today still regarded as one of the best.

In all, I have shown you 36 different labels comprising my entire family of liquors—a fine liquor for every taste. Many of them are by far America's largest sellers. I am sure you will agree, to be first, they must be the finest!

*Old Mr. Boston*

Berke Brothers Distilleries Inc., Boston

Shown at the left is the popular Old Mr. Boston De Luxe Official Bartender's Guide. Six editions have been printed in the last 22 years; most of them are still in the hands of professional bartenders. This week I am offering the Guide to the public. If you want the most complete book on mixed drinks ever published, just mail the coupon below.

OLD MR. BOSTON

P. O. Box 1, Station A, Boston, Mass.

Please send me..... Old Mr. Boston De Luxe Official Bartender's Guides at the special price of 50c, postage included. I am enclosing \$ ..... in stamps, check or money-order.

Name .....

Street .....

City ..... State .....

Because of regulations this offer cannot be made to residents of Oklahoma, Mississippi and Kansas



PART OF

THE AMERICAN SCENE

"Country Fair"

— where good neighbors get together to have fun, win prizes, and share the latest news. Its carnival gaiety against the bright backdrop of the autumn countryside is part of our rural tradition . . . part of our American Scene. Painted by Aldro T. Hibbard, N. A.



*Throughout this nation of coffee lovers* **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

• Like the friendly, familiar country fair, Maxwell House is part of the American Scene — for coffee is America's favorite beverage and Maxwell House is its favorite coffee.

That "Good to the Last Drop" flavor is the reason. To achieve it, choice Latin-American

coffees are expertly blended for *mellowness . . . vigor . . . richness . . . full body*. "Radiant Roasting" develops the *full flavor goodness*. Vacuum packing seals it in — roaster-fresh! No wonder more people buy Maxwell House than any other brand of coffee *at any price!*

*Tune in . . . Maxwell House Coffee Time . . . George Burns and Gracie Allen, ABC, Thursday night.*



Products of General Foods



*Good to the Last Drop!*

MAXWELL HOUSE, TOO,

IS PART OF THE AMERICAN SCENE





HOME FROM A 70 MILE TRAINING FLIGHT, A FLOCK OF YOUNG BIRDS SWEEPS IN TO LAND ON A MOBILE PIGEON LOFT NEAR PENNSYLVANIA STATE COLLEGE

## HOW HOMING PIGEONS FIND THEIR WAY

The mystery of birds' navigation is explained as ability to sense the earth's magnetism and rotation

The baffling ability of homing pigeons to navigate over regions they have never seen before has been a thing of wonder to most people and a tantalizing puzzle to generations of scientists. All efforts to solve it had failed. Then last month an answer was suggested by Penn State's Professor H. L. Yeagley, a physicist who has worked on the Army's pigeon projects since the beginning of World War II. He thought he had solved the riddle.

Yeagley began his study by testing the idea that pigeons could sense the earth's magnetism. His experiments (p. 108) showed that they could. But, he reasoned, this sensitivity alone was not enough

to account for navigation. Since magnetism increases fairly uniformly from the equator to the poles, the particular magnetic pull which a pigeon would feel near its own loft could also be found at points all the way around the world. The bird would still be lost. Apparently some other force was also involved.

After checking every possibility, Yeagley began to suspect that the missing element might be the so-called Coriolis force, an effect created by the earth's turning. This force, which is a function of latitude, increases in intensity from the equator to the poles. The two forces, magnetic and rota-

tional, would combine to give a specific effect at any spot on earth—an effect which would not be felt anywhere else within a large area. If pigeons could sense both forces and correlate them, they could fly to their home territory and recognize it by its characteristic "feel."

The theory was intriguing but it was just a theory. It had to be tested, preferably by showing that pigeons and hence, presumably, other birds could navigate under circumstances where nothing but the combinations of these particular forces could help them. Partly by chance Yeagley hit on a way to get the evidence he needed (*next page*).





# Stop CORNERS!

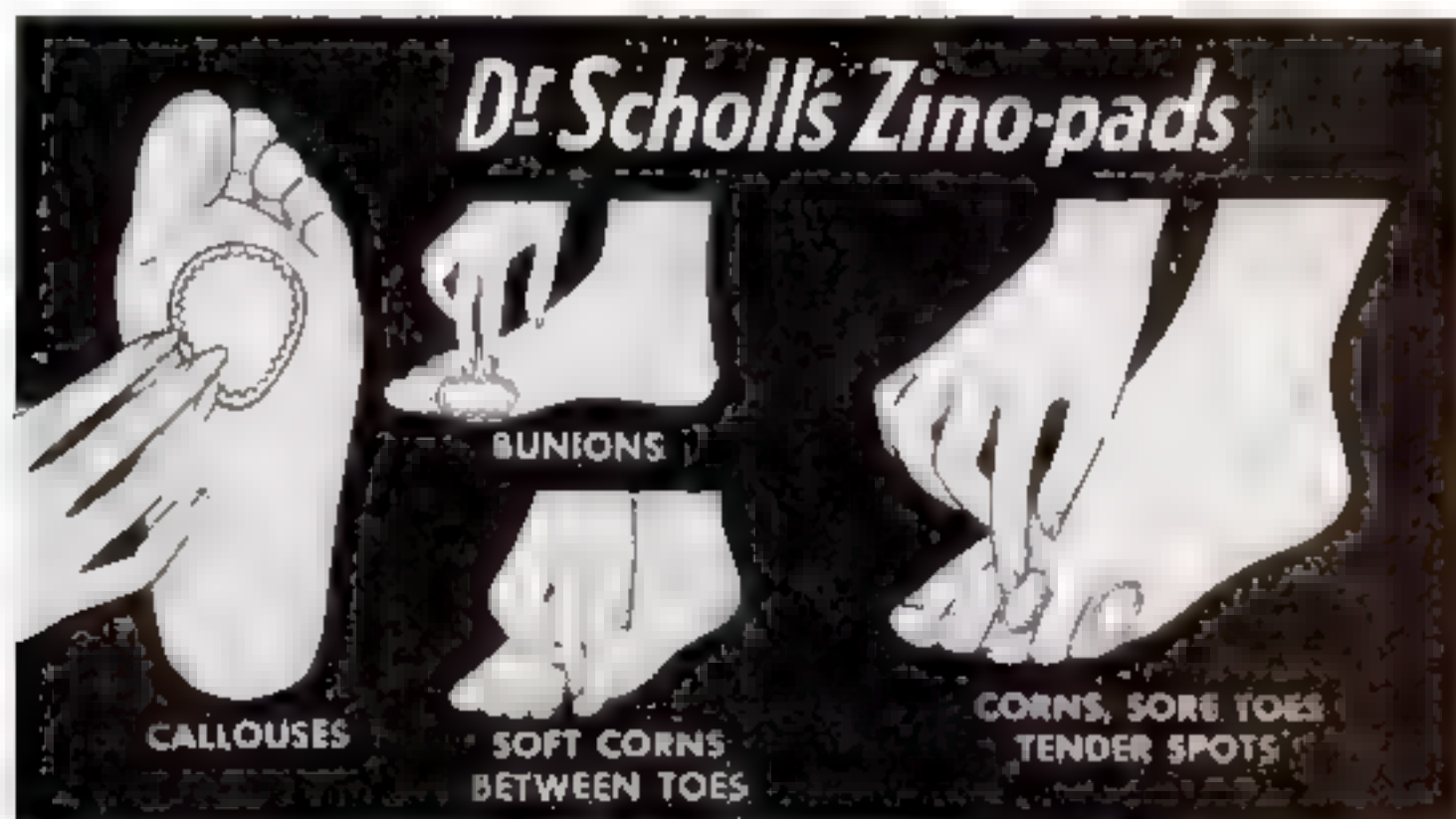


## Instant Relief

NEVER wait! Promptly protect sore toes from tight shoes with Dr. Scholl's Zino-pads. You'll have instant relief and stop corns before they can develop. But—if you have corns, callouses or bunions—these thin, soothing, cushioning, protective pads will stop painful shoe friction and lift pressure—*instantly*.

### QUICKLY REMOVE CORNS, CALLOUSES

You'll marvel, too, how Dr. Scholl's Zino-pads quickly remove corns or callouses when used with the separate little Medications included. Get a box today. Cost but a trifle. At all Drug, Shoe, Department Stores and Toiletry Counters.



**HAVE YOU ANY OTHER FOOT TROUBLE?** Remember—there is a Dr. Scholl Foot Comfort\* Remedy or Arch Support for quickly relieving any common foot ailment. Get the one you need at your dealer's today. Its cost is very small. Insist on Dr. Scholl's. For FREE Foot Booklet, write Dr. Scholl's, Inc., Chicago 10, Illinois.



#### HEEL SPUR

Dr. Scholl's Foot-Ezzer and exercise relieves tired, aching feet and legs, due to weak or fallen arches and flatfoot. \$4.50 pair.



#### TENDER FEET

Dr. Scholl's Foot Powder relieves tender, chafed, hot, perspiring feet. Eases new or tight shoes, helps prevent Athlete's Foot. 35¢.



#### HOT, TIRED FEET

Dr. Scholl's Foot Balm relieves tired, aching, hot feet, due to exertion or fatigue. Very soothing, refreshing, comforting. 35¢.

#### ATHLETE'S FOOT

Dr. Scholl's Solorex relieves itching, kills fungi it contacts, aids healing of red, raw, cracked skin. (Liquid, Powder or Ointment). 50¢.



#### PAIN HERE?

Dr. Scholl's LuPad relieves pain, callouses, burning at ball of foot. Loops over forepart of foot. Feather-light. \$1 pair.



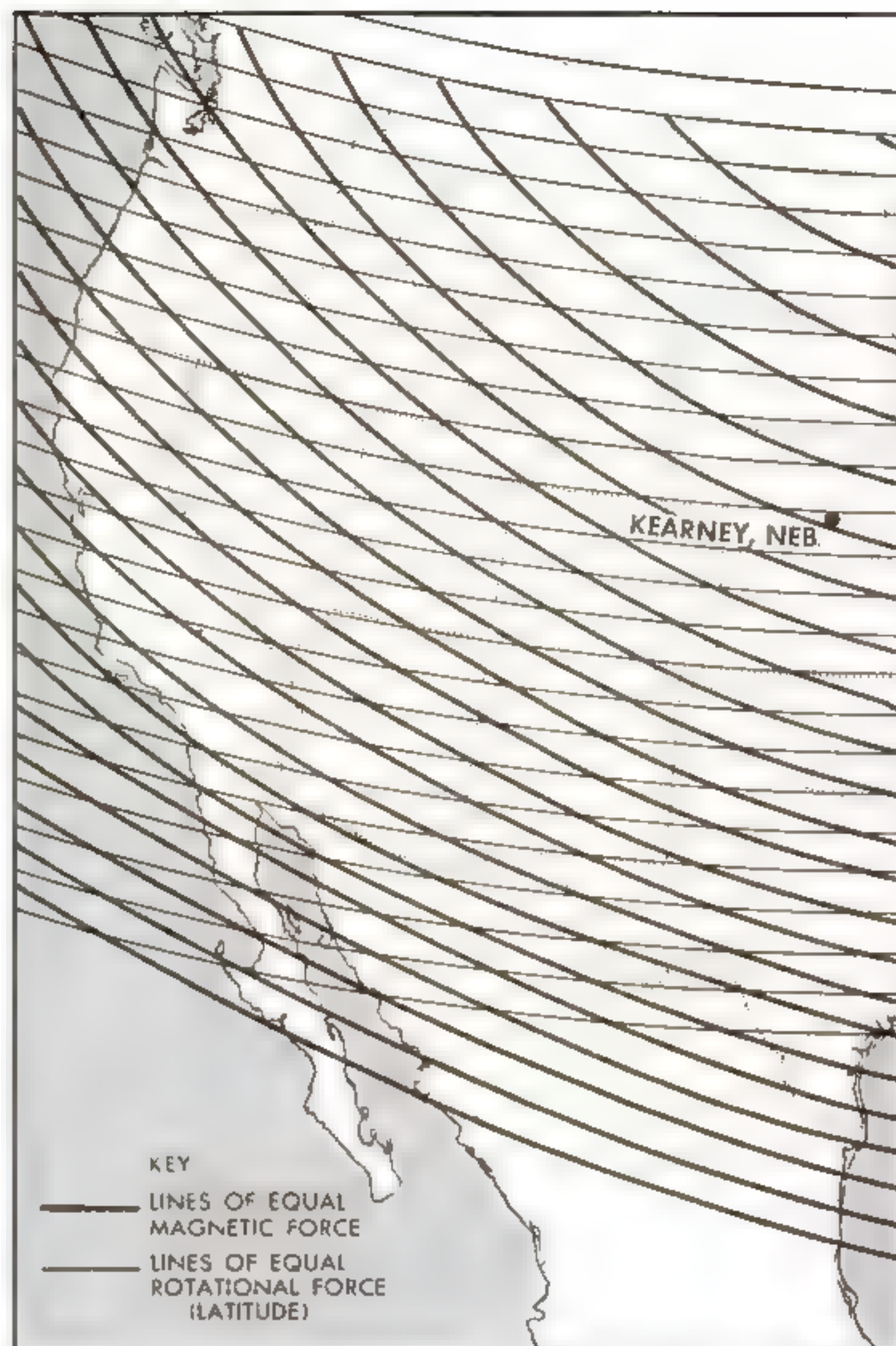
#### BUNIONS

Dr. Scholl's Bunyon Reducer of soft rubber, relieves painful shoe pressure, helps preserve shape of shoe and hide the bulge. 75¢ each.

\*Trade Mark Reg. U.S. Pat. Off

**Dr. Scholl's** Foot Comfort REMEDIES • ARCH SUPPORTS

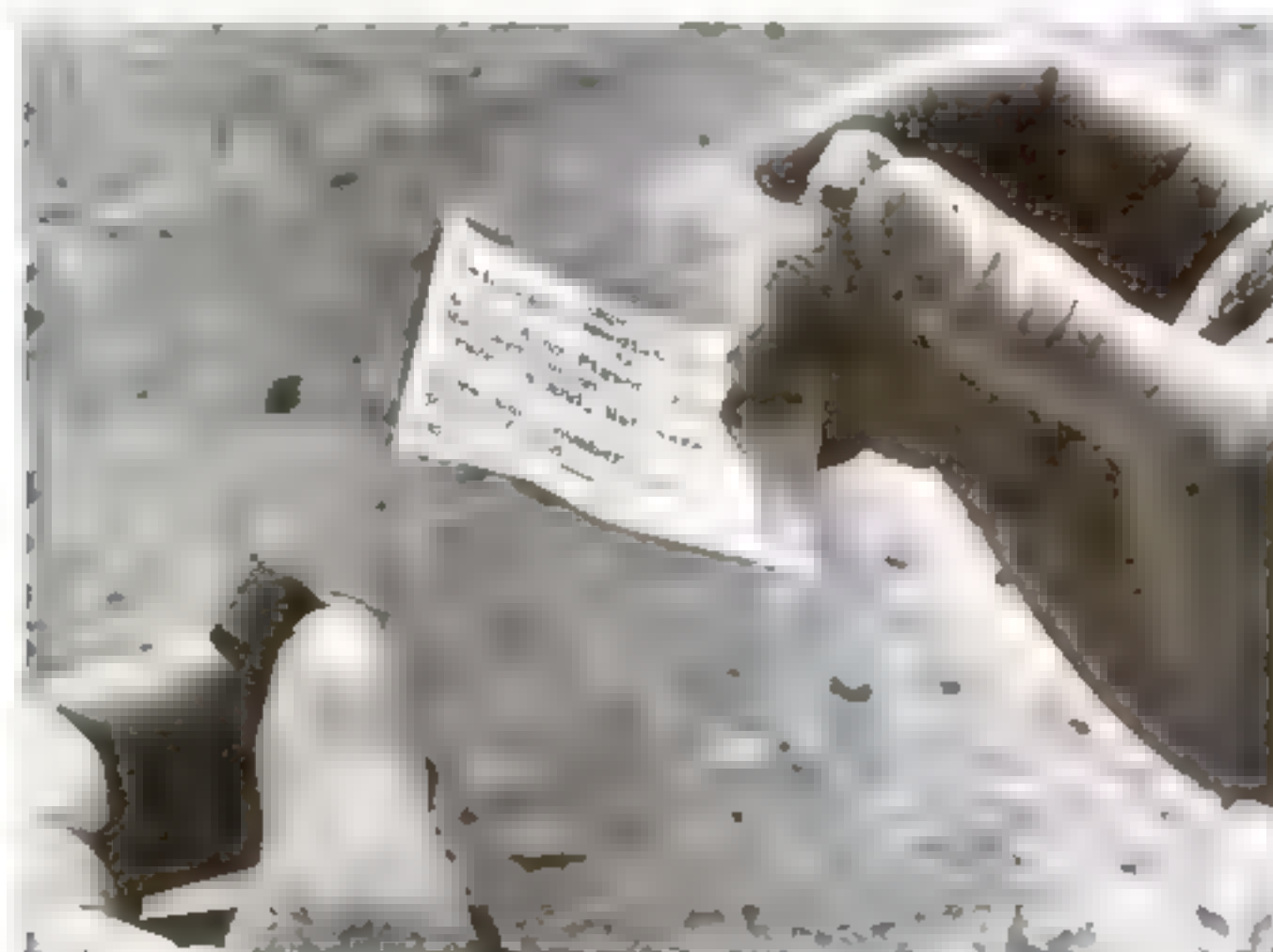
## Homing Pigeons CONTINUED



MAP OF THE TWO FORCES INVOLVED IN BIRD NAVIGATION SHOWS THAT

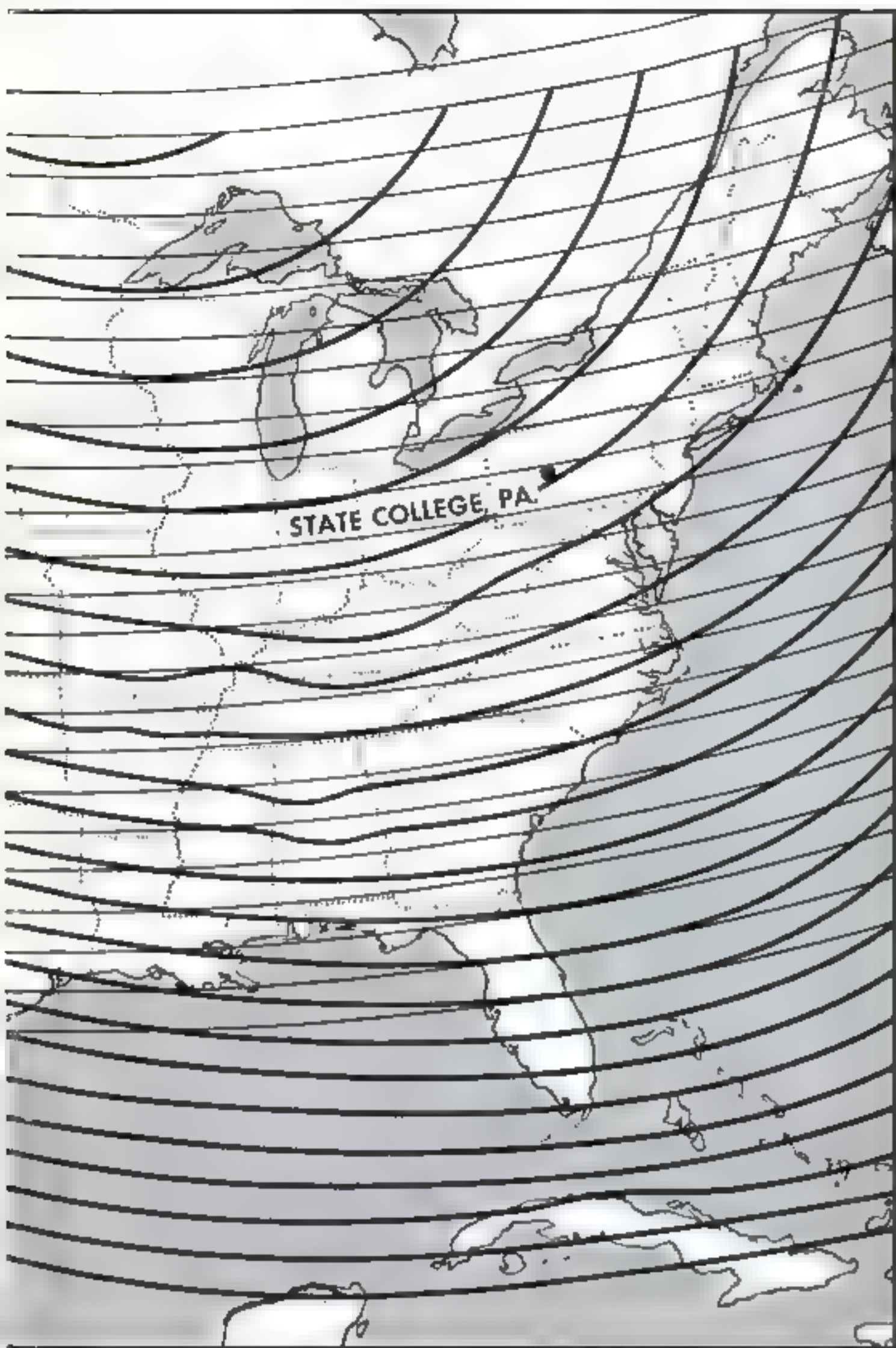
## TESTS ON NEBRASKA PLAINS

One day, while studying a map like the one above on which lines of equal magnetic force were plotted over lines of equal rotational force (latitude), Yeagley noticed two points of special interest: first, that any pair of lines that crossed once always recrossed somewhere else (fortunately beyond the range of ordinary pigeon operations); second, that the particular lines which intersected near his lofts in Pennsylvania



MESSAGE IS CARRIED in capsule which is strapped to bird's leg. Pigeons used in tests carried ships asking finders of lost birds to report their location.





THEIR COMBINED EFFECT AT STATE COLLEGE IS DUPLICATED AT KEARNEY

## SUBSTANTIATED THE THEORY

met again (and at the same angle) near Kearney, Neb. (above). Here was a perfect opportunity to test his thesis. If his reasoning was sound, his Pennsylvania-trained birds, when released on the unfamiliar Nebraska plains, would be guided by the identical pattern of forces to a loft near Kearney. Yeagley set up the loft, released the pigeons miles away and saw his theory confirmed as the birds came in to their new home.



**BIRDS ARE FED** by Dr. Yeagley as soon as they land. Without this inducement they might lose interest in their home loft and land somewhere else.

CONTINUED ON NEXT PAGE

**BRUCE FLOOR CLEANER**

**BRUCE Doozit**

*End*  
**on-your-knees floor scrubbing**  
*for only \$1.89\**

**Clean, Wax and Polish Standing Up...  
with New Invention...the Bruce Doozit!**

The wonderful, back-saving new Bruce Doozit is here! Used with famous wax-rich Bruce Floor Cleaner, the Doozit whisks away dirt and dullness...leaves wood floors and linoleum spotlessly clean and lustrously beautiful.

### Magic Pad Does the Work!

The Doozit's amazing cleaning and polishing power is in the pad. That's what makes it so easy to use. Just pour a small amount of Bruce Floor Cleaner on the wood or linoleum. A few effortless strokes of the Doozit do the

rest. Doozit pads are easily replaced and economical.

### Bruce Floor Cleaner Protects and Beautifies!

Famous Bruce Floor Cleaner combines safe, dirt-loosening agents with a rich non-slip wax base to give floors a complete beauty treatment in a single application. Because it contains no water, Bruce Floor Cleaner is ideal for every kind of wood and linoleum floor. It's marvelous for cleaning and polishing woodwork and furniture, too. Easy and economical to use.

\*Bruce Doozit! \$1.89 — Extra Pads 19¢  
At leading stores everywhere

**BRUCE** *floor products*

Liquid, Paste, Self-Polishing Waxes, Floor Finish, Linoleum Seal  
E. L. Bruce Co., Memphis, Tenn. • World's Largest Maker of Hardwood Floors

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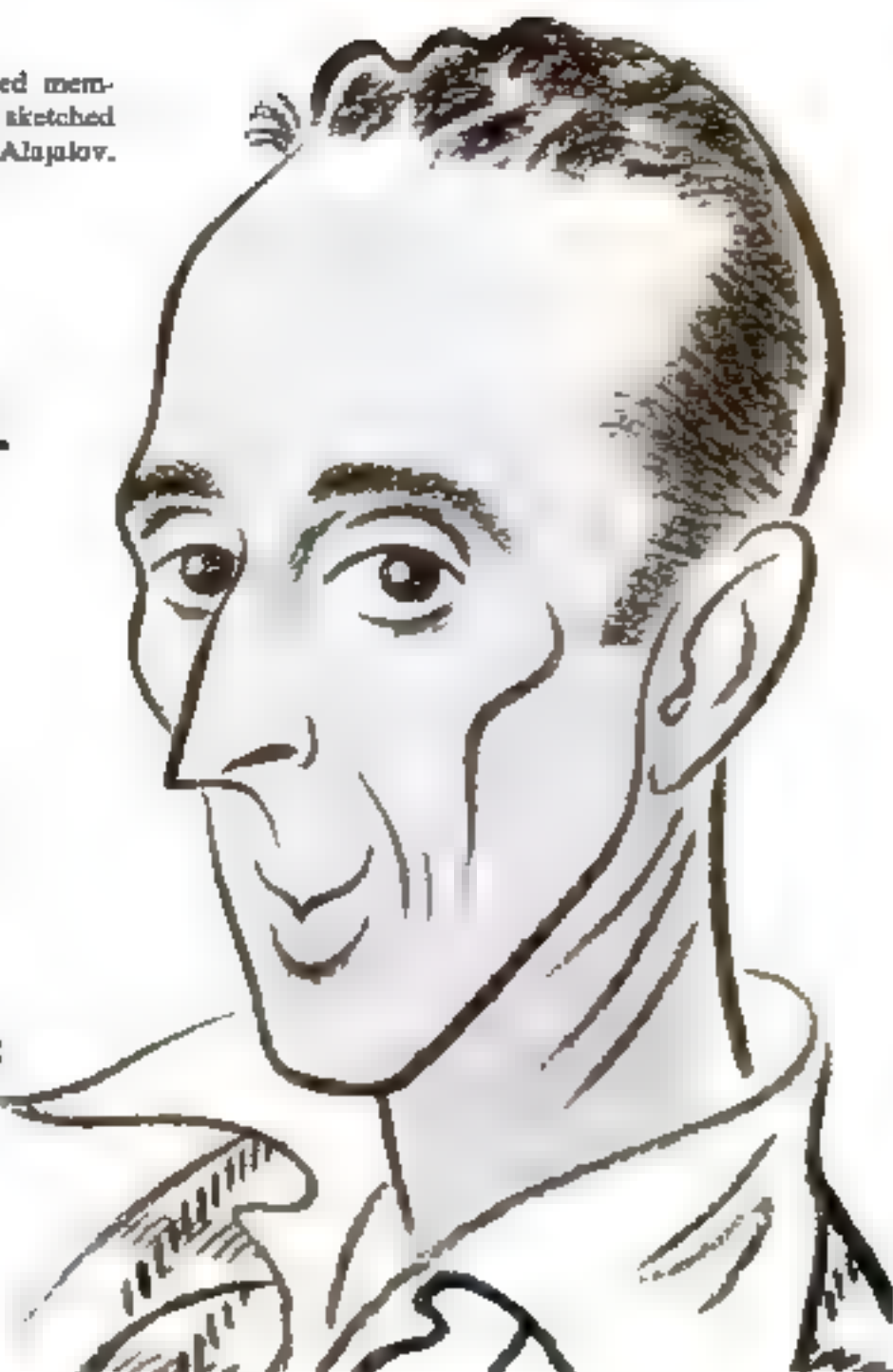


Norman Rockwell, distinguished member of the After-Shave Club, as sketched by fellow-member Constantin Alajalov.

**NORMAN ROCKWELL**

*Invites  
you to join*

**ONE OF THE WORLD'S  
FOREMOST CLUBS**



It's a friendly gesture Norman Rockwell makes in asking you to join him in the Aqua Velva After-Shave Club. Aqua Velva rescues the harshest shave. It tingles your skin to a healthier glow... its most agreeable scent is a pleasure to have around. It's good before and after electric shaving, too. Pick up a bottle of Aqua Velva at any drugstore.

**A FEW OF THE MEMBERS**

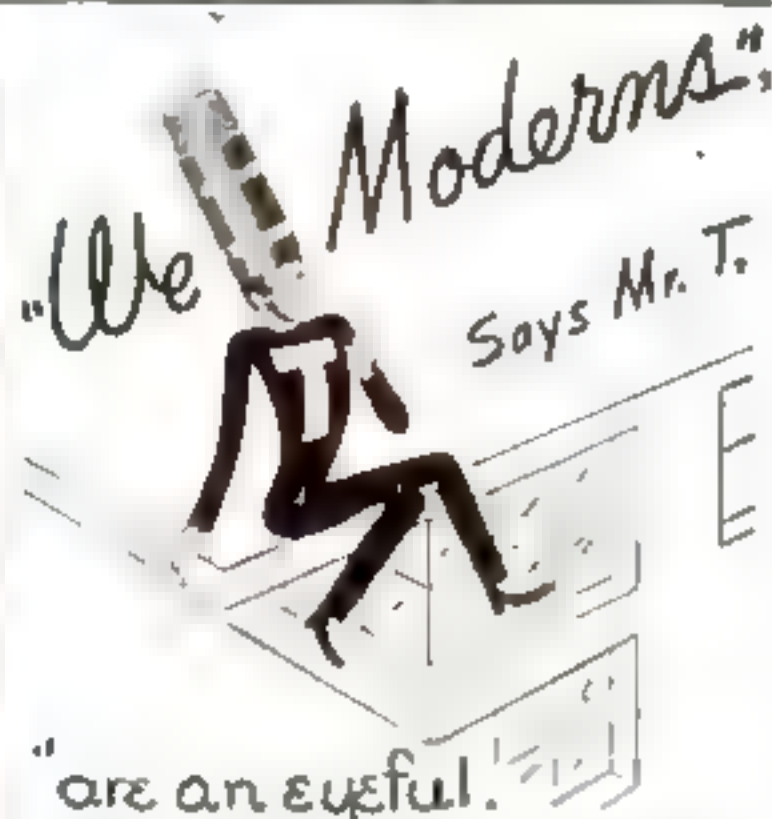
Paul Lukas    Brig. Gen. John J. Bradley, U.S.A. Ret'd  
Ely Culbertson    Albert Spalding    Ted Husing



Every Thomas Shirt is custom-constructed, in comfort-conscious California, and can be worn equally well with or without tie. Fabric is sparkling white, guaranteed washable... truly a luxury shirt. Insist on this Thomas Shirt label.



Shirt shown about \$10.00. Others from \$7.50. At better men's wear counters. Or write Thomas Shirt Co., Los Angeles 15.



"are an eyeful!"  
"Take Ticonderoga's smart green and yellow PLASTIP, with a superb rubber eraser locked right in -- never to pop out."  
"It's the pencil with rounded edges for easy holding... smooth leads for easy writing... modern, recognizable"

**DIXON**  
*Ticonderoga*



Joseph Dixon Crucible Co., Dept. 43-19, Jersey City 3, N. J.  
Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

**Homing Pigeons** CONTINUED



**MAGNETIC SENSE** of pigeons was tested by attaching small magnet to the wings of a number of birds, as above, and identical amounts of nonmagnetic metal to the wings of others. The birds with magnets became confused by the conflicting magnetic fields and got lost. The others all found their way home.



**PIGEON HEAD**, horizontally transected, shows pectens (arrows), fan-shaped structures that extend inward from the eyes and may be the organs of navigation. They are large and well-developed and, since they have no other known function, are considered the likeliest physiological seat of the homing sense.



THE GIRL IS WEARING A STETSON. TOO. IT IS CALLED FLIGHT...\$14.95. STETSON MILLINERY FASHIONS ARE PRICED FROM \$6.95.



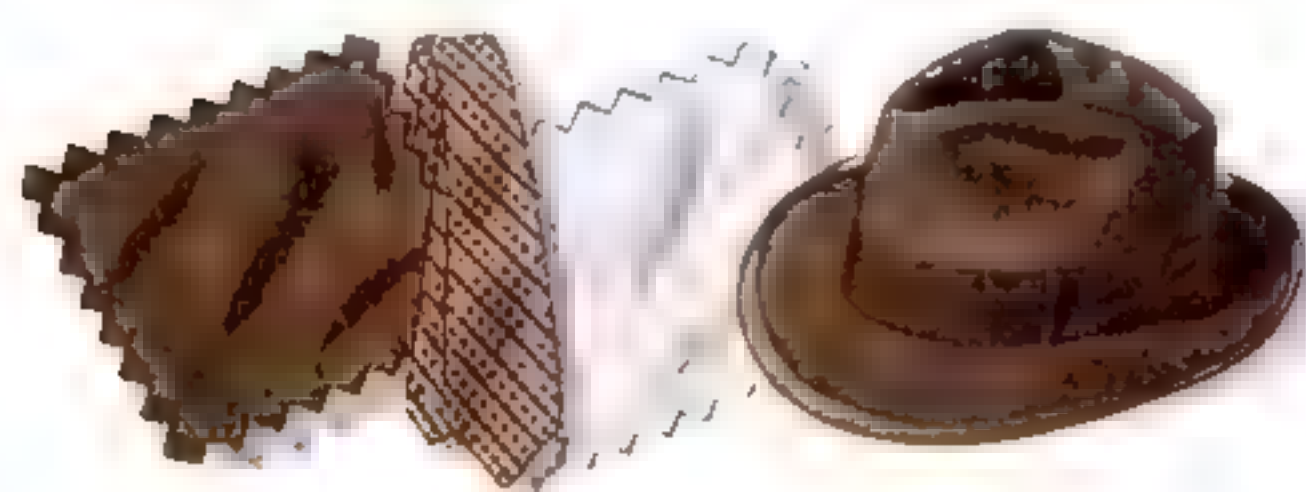
## How to look your best { *meeting a traveler* *traveling to a meeting*

One key to a fine appearance is picking the right clothes, including your hat, for the occasion.

The two men above have done just that. The host has chosen the new Stetson *Whippet*, a substantial, dressy business hat. The

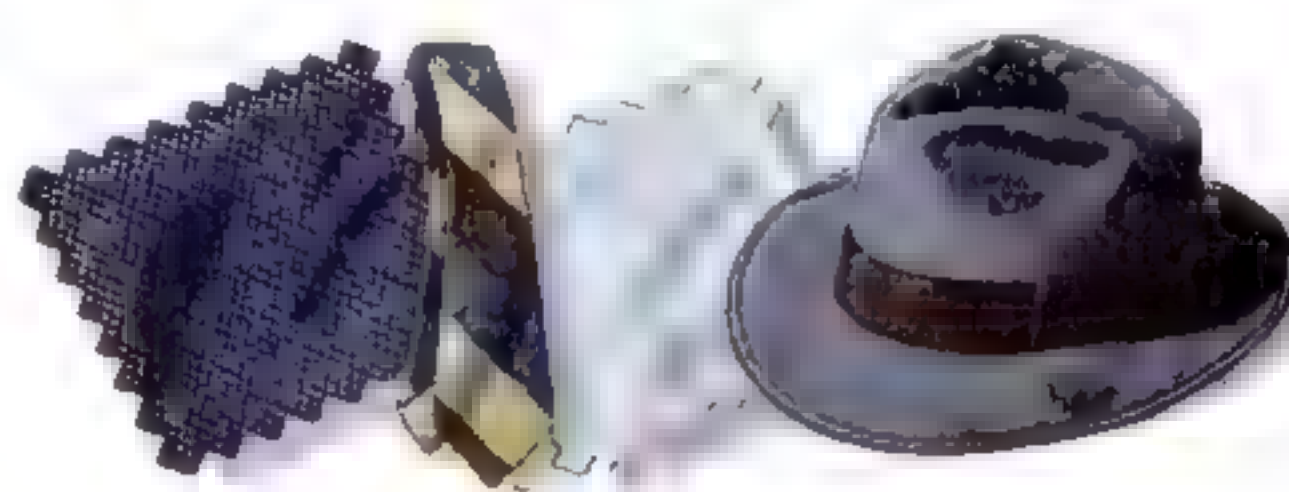
arriving visitor wears a Stetson *Flagship*, a soft, pliable, lightweight hat, whose ability to "take it" makes it perfect for travel.

See the details of their complete outfits below. See your Stetson dealer for the finest in hats. Stetson Hat prices begin at \$8.50.



### RIGHT FOR DRESS: *The Whippet*

A brown double-breasted worsted suit, red-and-brown check tie, and white broadcloth shirt look their best when topped with a briar-colored Stetson *Whippet*, America's favorite town hat. \$10.



### RIGHT FOR TRAVEL: *The Flagship*

A blue sharkskin suit, blue candy-stripe shirt with a broad striped repp tie combine handsomely with a cadet-toned Stetson *Flagship*. Crush the *Flagship* and it snaps back into shape. \$12.50.

Wear the right hat for the occasion!

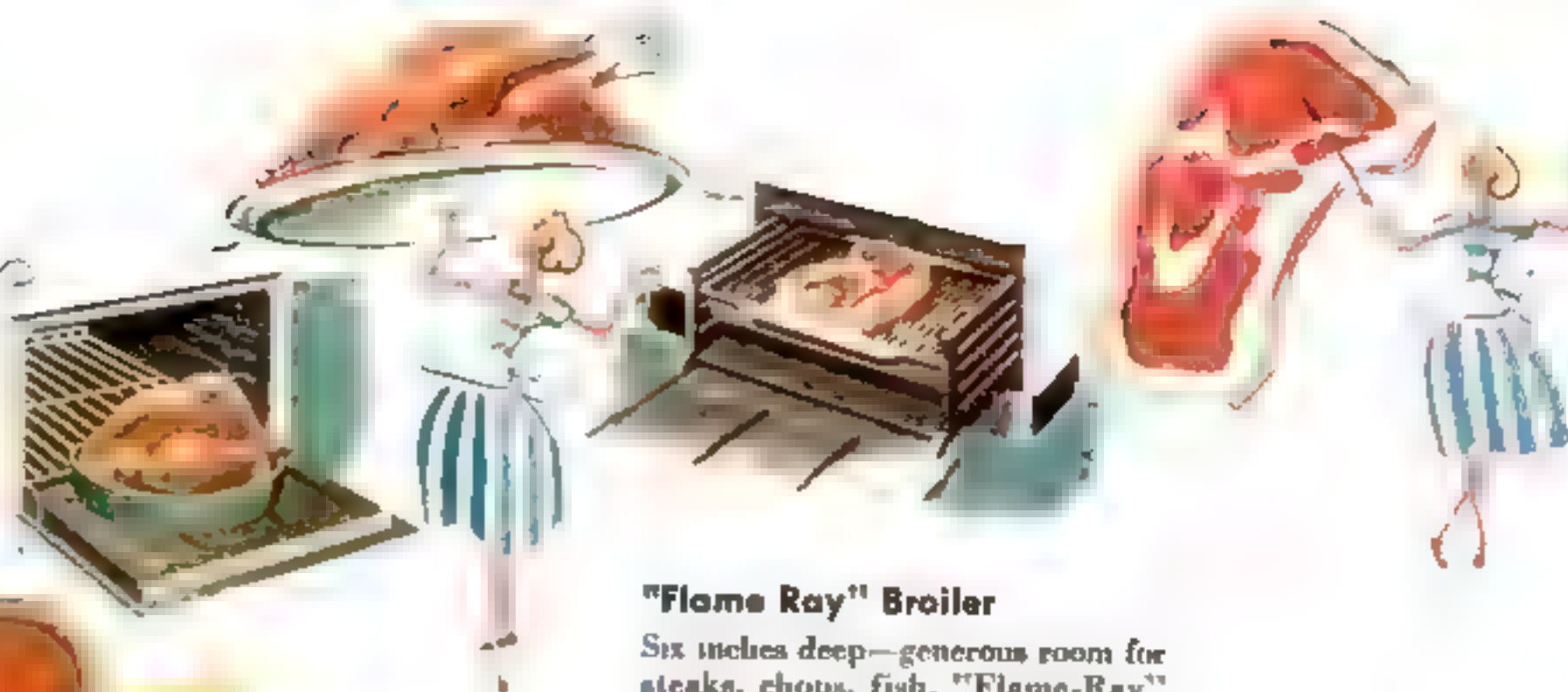
# STETSON HATS

*More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.*



### Thermagic 18" oven

Holds 25-lb. turkey. Bakes four 10-in. pies or 8 loaves of bread at one time to an even golden brown. Rounded corners, fully porcelain enameled, automatic oven light, oven regulator.



### "Flame Ray" Broiler

Six inches deep—generous room for steaks, chops, fish. "Flame-Ray" principle applies heat scientifically for tender, juicy results. Non-spatter, non-smoke broiler grid is removable and easy to clean.



## MRS. THRIFT T. PURSE FINDS...

everything she wants for a lot less money

Here's what she finds—A full 40 in. range, not the usual 36 to 38 in. width. A super 18 in. Thermagic oven—12% to 30% larger than most ovens. Big tenderizing "Flame-Ray" broiler. An oversize range with 26 exciting features that appeals to thrifty purses. See your Kalamazoo dealer.

KALAMAZOO STOVE & FURNACE CO., 564 Rochester Ave., Kalamazoo 6, Mich.

the big **KALAMAZOO** oversize 18-inch oven—not the usual 16-inch.

**One-Piece Uniflow Top**—Just one single unit of gleaming white porcelain enamel from top of splasher back to oven door. Not a crack or crevice to catch dirt. All corners rounded. Grates and burner bowls slip right into dishpan.

**Uses City or Bottled Gas**—Engineered for the most efficient use of bottled gas—clean, controlled heat instantly. Also burns manufactured or natural gas. Get 100 different degrees of heat on these easy cleaning, non-clog, thrift burners.

**Extra Parking Space for Pots and Pans**—Two big storage drawers with finger-touch, roller-bearing action save steps and provide handy space for all of your necessary utensils.

**Divided Top** Generous work top in center provides space for making gravies, mixing, etc. without reaching over hot burners. Top surface flooded with light by beautiful lamp finished in gleaming chrome. Note the interval timer.



HOME APPLIANCES BY

**KALAMAZOO**

QUALITY LEADERS SINCE 1901







SPINNING BRUSHES AND DRENCHING SPRAYS OF WATER WHISK GRIME FROM NEW CADILLAC SEDAN AS IT IS TOWED THROUGH AUTOMATIC WASHING MACHINE

# TWO-MINUTE CAR WASHER

Spectacular new machine scrubs 750 autos a day

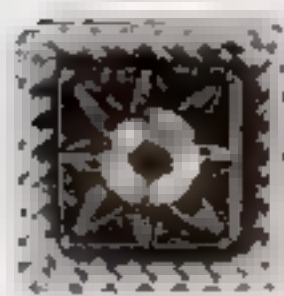
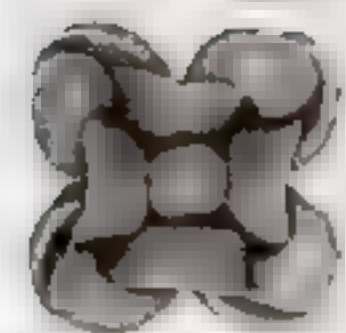
The American scene is now enlivened by an odd-looking, \$16,000 contraption which not only washes and dries an automobile in two minutes but gives the customer a hydraulic display which in itself is worth the \$1 he pays. The first Munit-Man Automatic Car Washer (*above*) was introduced by a Detroit machinery firm in August 1946. Since then its spinning brushes and stinging jets of water have washed nearly 92,000 autos at an average speed of two minutes per car. To date 88 additional machines have been put in operation all over the U.S.

The new washers are installed in buildings which are open at both ends. As a car drives in the rear entrance, one workman vacuums the upholstery while a second cleans bumpers and grille by hand. The front bumper is then latched to an endless chain which tows the car through the washer and drier. As it moves steadily through the washer (*above and right*) a dozen sprays of water and seven whirling brushes scrub away dirt. Spots missed by the brushes are cleaned by hand. The car next proceeds to the drier, where it is blown dry by powerful blasts of air from big sheet-metal ducts (*next page*). Although its makers claim that only four to six men are needed to operate the washer, at Paul's Auto Wash in Detroit, where these pictures were made, 11 men assist the machine, enabling it to handle 750 cars on a busy day.



TOP BRUSH of washer moves over car's hood, roof and deck as far down as license plate. Combined-spray and brush (*bottom left*) cleans the wheels as car is towed past





**La Mode**  
BUTTONS

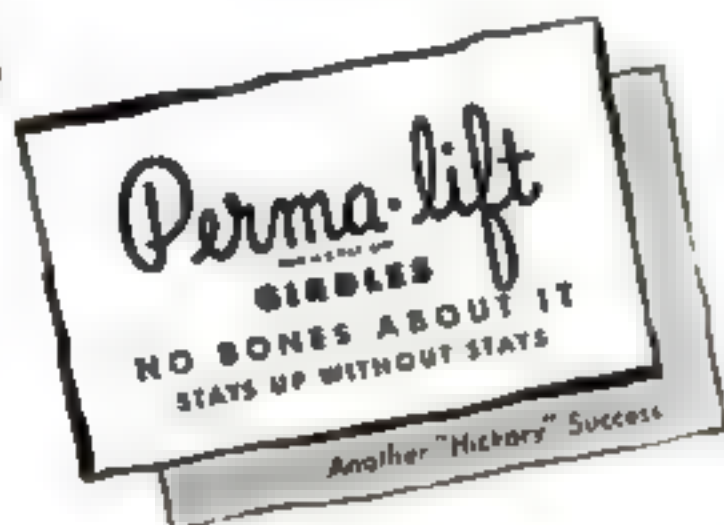
*more needles pass through  
La Mode buttons  
than any other buttons in the world*

Such wonderful buttons! Simple buttons, fancy buttons, finest quality buttons... buttons for every conceivable fashion, at every price. Ask for La Mode and you ask for fashion in buttons. At all fine stores.

THE NEW YORK QUEEN

## NO BONES ABOUT IT

STAYS UP WITHOUT STAYS

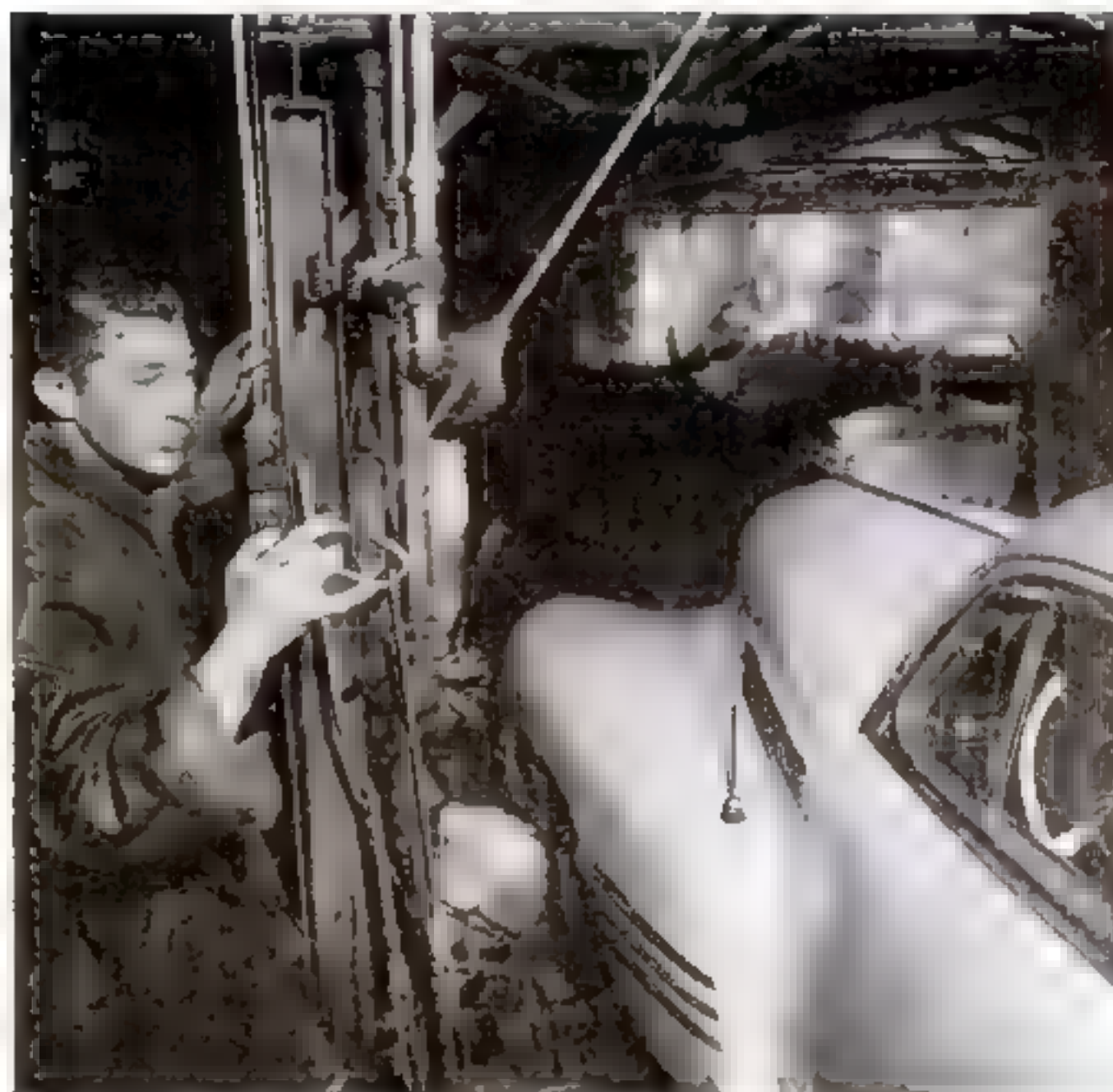


Wonder of wonders, a smart new girdle that has no bones, yet it won't wrinkle, won't roll over, won't bind. Yes—IT STAYS UP WITHOUT STAYS. This new "Perma-lift"® Girdle gives you all the advantages of bones, yet none of the discomfort. For a real comfort thrill, wear a new "Perma-lift" Girdle. At fine corset departments everywhere, most styles \$5.95 to \$12.50. The perfect companion to your "Perma-lift" Brassiere with The Lift that never lets you down.

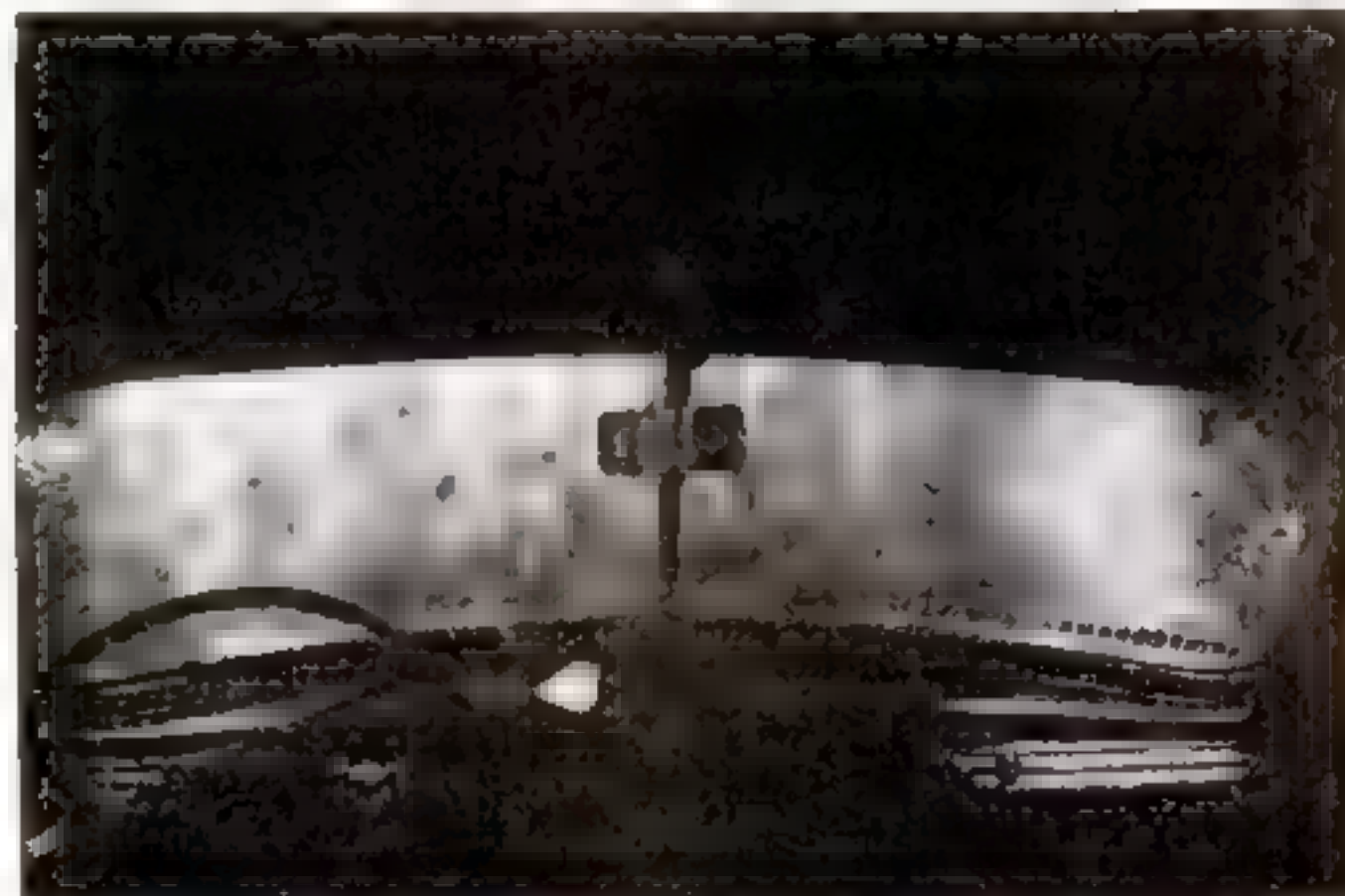
Write for Free Booklet on corset and brassiere fitting comfort.  
Address Ruth Stone—"Perma-lift" Stylist,  
1143 W. Congress Street,  
Chicago 7, Ill. - Dept. 22

\*"Perma-lift" and "Mickey" are trademarks of A. Stein & Company (Reg. U. S. Pat. Off.)

## Car Washer CONTINUED



**AT THE CONTROLS** of the car washer, Operator Jim Stanford lowers the top brush on the hood of a car, carefully guides it around the radio antenna.



**A NIAGARA TORRENT** of water darkens the interior of car as it passes through washer. During washing the driver does not ordinarily remain inside.

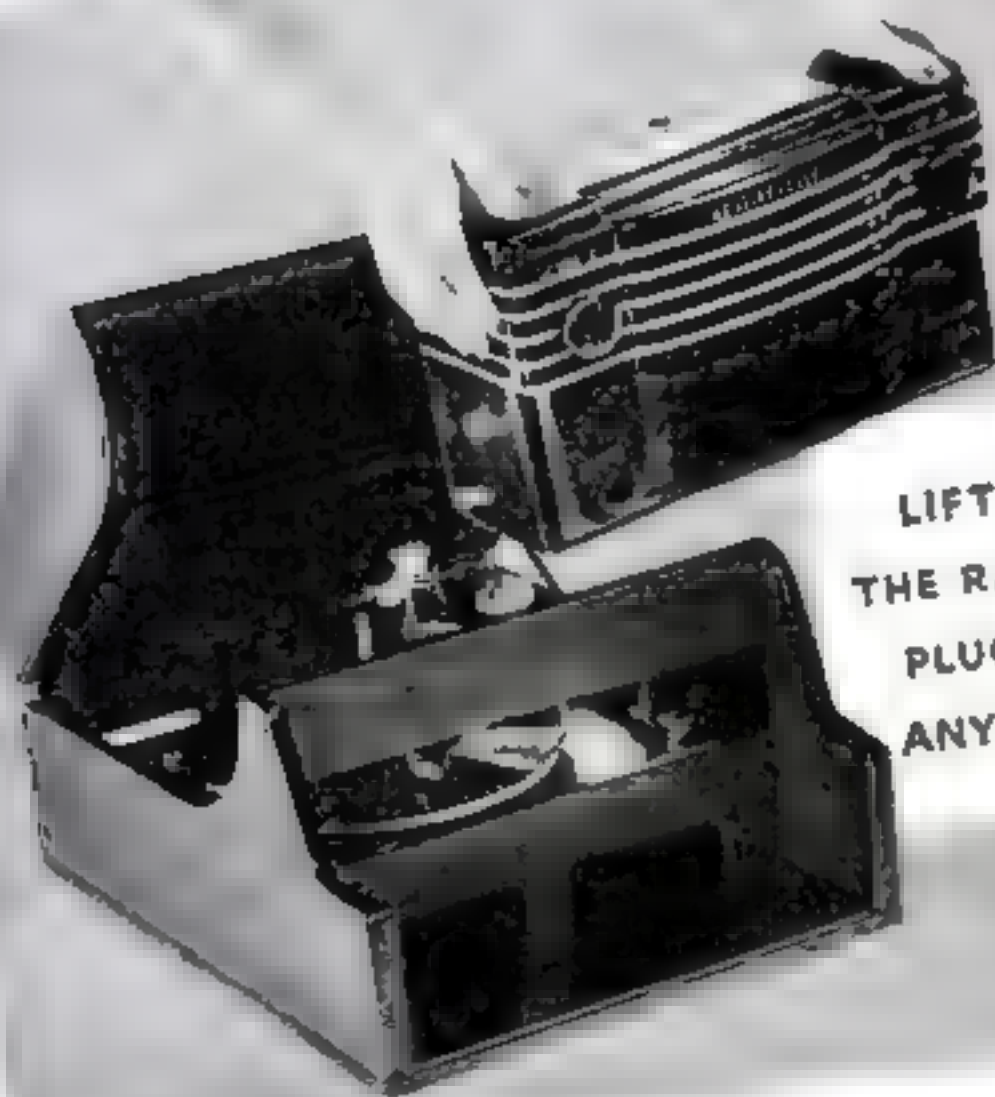


**HOT-AIR DUCTS** quickly blast most of the water from car. Two men finish the drying job with rags and chamois. The owner then gets in, drives away.





*"everybody's coming  
since I got my  
Westinghouse  
Duo"*



LIFT OUT  
THE RADIO...  
PLUG IT IN  
ANYWHERE

Here's a two-in-one instrument that will be the hot spot of any after school party. An automatic radio-phonograph with a **LIFT-OUT, CARRYABOUT** radio! This revolutionary set plays ten 12-inch or twelve 10-inch records... up to 50 minutes of uninterrupted recorded music.

The lift-out radio is compact and powerful and its lightweight makes it easy to lift out and carry. You can plug it in the bedroom, kitchen, or den and get big radio performance in small set size. It has a beautiful airstream cabinet only 9" high clad in rich satin finished mahogany veneers with matching mahogany plastic radio or toasted mahogany finish with contrasting ivory plastic radio.

See your Westinghouse Radio retailer today and ask for a demonstration.

*Tune in Ted Malone Monday through Friday 11:45 A.M., E.S.T., A.B.C.*

**listen...and you'll buy Westinghouse**

HOME RADIO DIVISION, WESTINGHOUSE ELECTRIC CORPORATION, SUNBURY, PA.



There's no better time



# The finest clocks we've ever made

On this page—a few of the many stunning Westclox models! There's a Westclox for every room—springwound and electric alarm models, electric time clocks, electric kitchen clocks. And for wrists and pockets, Westclox watches. All are dependable. All are handsome. Some Westclox have plain dials, others have luminous dials that you can read day *and* night. Westclox are priced from \$2.10 to \$15.00.



Grade electric time clock



Lemon electric alarm



Baby Ben alarm



Dinner electric kitchen clock



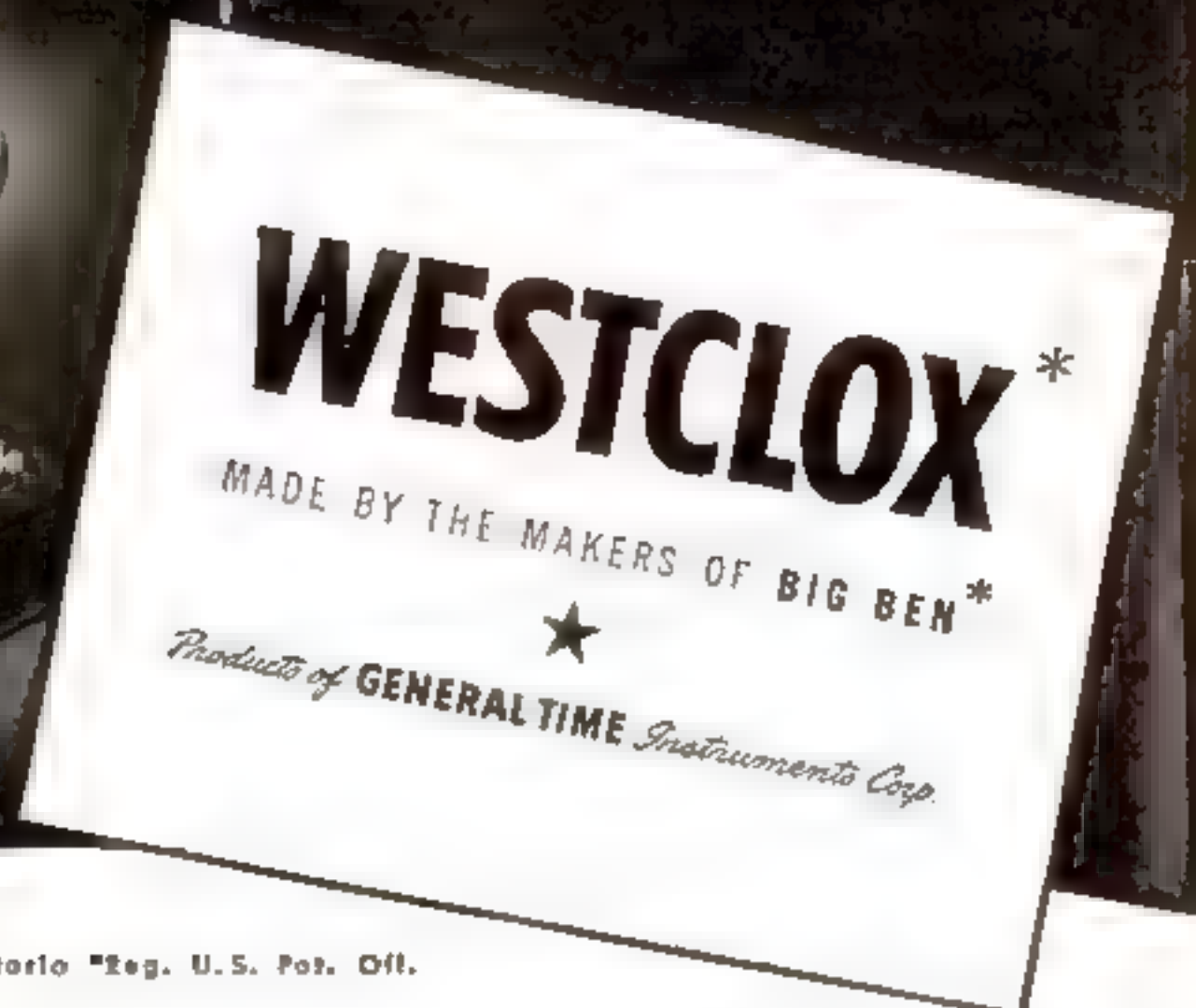
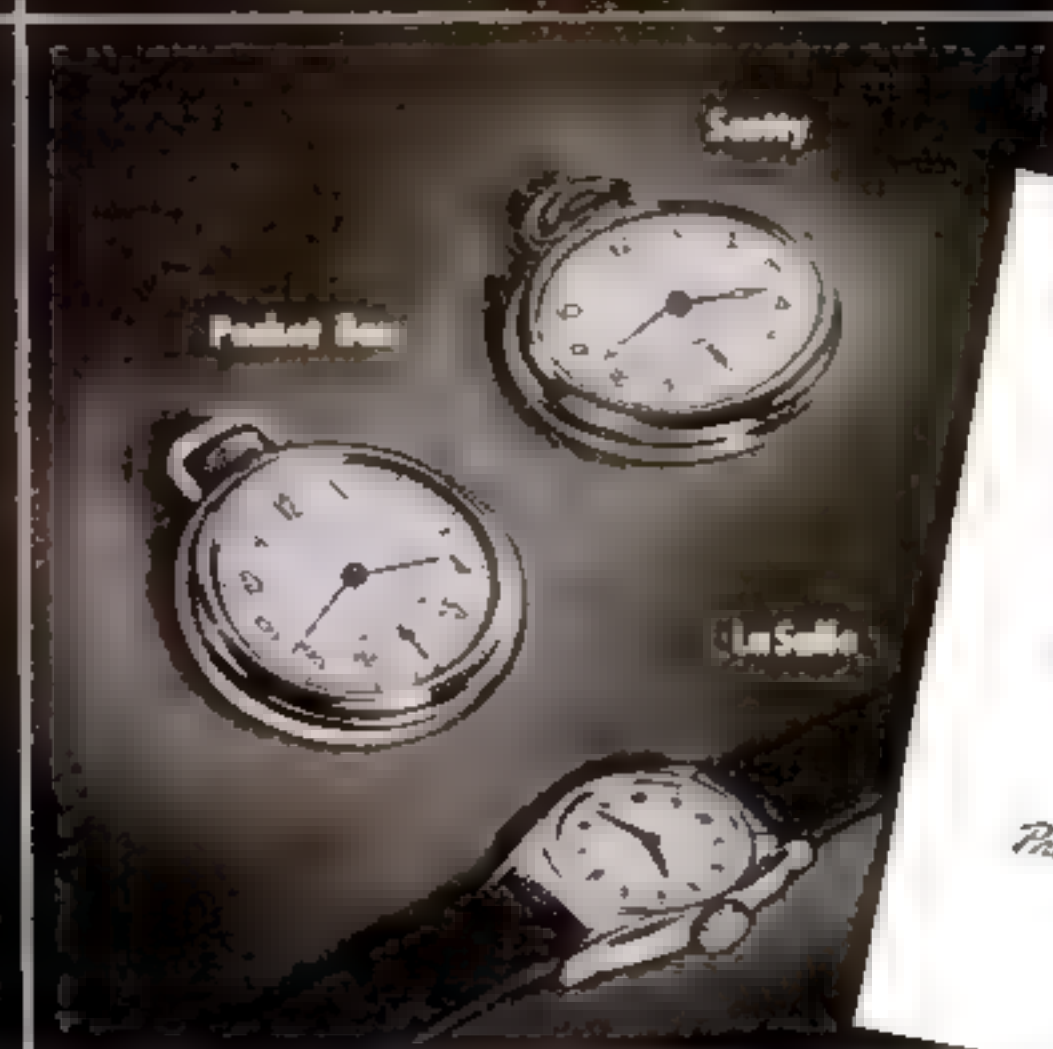
Big Ben alarm



Bachelor electric alarm



Travel alarm



WESTCLOX, La Salle-Park, Illinois; in Canada, Western Clock Company, Ltd., Peterborough, Ontario \*Reg. U.S. Pat. Off.





FUR-TRIMMED CLOTH COATS, LIKE THESE BY VERGARA CONTI (LEFT, \$285) AND MANGONE (\$150), ARE TAX-FREE THIS YEAR

## THE NEWEST STYLES GIVE EVERY WOMAN'S FIGURE A CHANCE

PHOTOGRAPHS FOR LIFE BY PHILIPPE HALSMAN

Last year U.S. women spent a record \$11 billion on coats, dresses, hats and accessories—less than the nation paid for food but more than it paid for automobiles. With the beginning of the fall fashion season, garment manufacturers are trying to fix things so customers will be buying even more. "This year," say the designers, "a woman can look any way she pleases—just so it is completely different from last season."

The welter of new styles can be classified into two opposing patterns: the "droopy" and the "rounded." Droopy, wrap-around clothes conceal the wearer's figure, rounded, pinch-waisted, full-skirted clothes (*next page*) accentuate the wearer's hips and bottom. In spite of the fact that a whole new wardrobe is necessary and prices are no lower than last year, there is a saving grace in these two silhouettes—for the

first time in U.S. fashion history every woman has a chance. Chunky women can wear wrap-around clothes and be just as stylish as willowy-figured girls in tight-waisted, tight-bodied outfits.

On the following pages LIFE presents a review of high-style fall fashions—the expensive clothes already being imitated by a host of mass-producers for sale at considerably lower prices.

CONTINUED ON NEXT PAGE





**DRESSES FOR AFTERNOON AND EVENING** are displayed against a pastoral background. Left to right, they include a heavy satin evening gown with four protruding pockets (Lilas, Nette Rosenstern, \$150), a mid-length evening

dress in tulle (Fay Browne, \$125), a ankle-length evening gown in tulle (Lilas, Nette Rosenstern, \$150), a mid-length evening gown in tulle (Lilas, Nette Rosenstern, \$150), and a mid-length evening gown in tulle (Lilas, Nette Rosenstern, \$150).





long, mottled waistline (Hattie Carnegie, \$235), green satin afternoon dress with dropped shoulderline (Adele Simpson, \$50), brown satin dress with beaded skirt (Hattie Carnegie, \$275), gray satin afternoon dress with classically draped

back (Herbert Sondheim, \$70), gold brocade dress with off-the-shoulder neckline (Adele Simpson, \$90), afternoon dress with satin dotted bodice (Jo Capeland, \$165), gold satin dress with shawl collar and trailing skirt (Adele Simpson, \$150).

CONTINUED ON NEXT PAGE





**CAPE**s are the highest of high-life fashion and not so crazy in their right in volume. Designer Pauline Trigère, however, believes that women prefer

more capes on a rainy, windy day. The cape is a classic from the '60s and '70s. This one is made of a light purple wool. (See "Said





PINCHED-WAIST SUITS ARE (LEFT TO RIGHT) FROM BEN REIG AND MARY LEE; COATS FROM ANTHONY BLOTTA AND FOX BROWNIE

## THE PINCHED-WAIST LOOK

The two pictures on this page illustrate the two main trends of the new fashions. The suits and coats above are designed to give the wearer a 19th

Century, pinched-waist appearance which, in conjunction with comparatively narrow shoulders and a burgeoning hipline, lend an air of soft, lady-like dressiness. This is achieved by such various dressmaking mechanics as a short, flaring jacket (*left*), pockets to accentuate hips, generous pleating at the waist (*right*) and, frequently, horsehair padding at the hips. Hats were especially selected by the designers to go with the costumes.



WRAP-AROUND SUITS ARE FROM HERBERT SONDHEIM, MARY LEE; COATS FROM DEITSCH, WERSBA & COPPOLA AND TRIGERE

## THE WRAP-AROUND LOOK

The wrap-around, "droopy" or cocoon silhouette, recalling the flat, curveless fashions of the 1920's, gains its effect from sheer volume of cloth

used. It has tapered, natural shoulders, no waistline and almost no shape except that derived from the varying degrees of tightness with which a wearer may wrap herself. This can range from an inverted triangle due to tight wrapping (*second from left*) to the upright triangle created by letting a coat hang loosely (*right*), especially becoming to stout figures. Suits at left are both broadcloth, a material particularly popular this fall.





SKULL CAP, BY JOHN FREDERICKS

①



BERRY, BY LILLY DACHE

②



SAILOR, BY SALLY VICTOR

③



IN A BOX AT NEW YORK'S EMPIRE THEATER, SIX CHIC NEW HATS MAKE THEIR

## HATS: BIG, DRESSY AND DECORATED

During the war and the immediate postwar years hats were not very important. Now,

along with dressiness and lavishness, hats are mandatory. Moreover the new hats are really





APPEARANCE TOGETHER AND THUS SUM UP THE STYLE TRENDS IN MILLINERY

hats; they actually cover the head as well as decorate it. Three styles are particularly significant: the bloused- or draped-crown hat (no. 2, left, and hats 4 and 6, right), the wide- or high-brim hat (no. 3, left, and no. 5, right) and the head-hugger (no. 1, left). Very often, as the

hats worn in the theater box above illustrate, they are given even more bulk by addition of such impedimenta as pheasant breasts, ostrich plumes and coils of ribbon. Since they require a closely coifed head, they also outdate most hairdos of the recent past.

CONTINUED ON NEXT PAGE



④

CLOCHE, BY SALLY VICTOR



⑤

BRITON, BY WALTER FLORELL



⑥

SKIMMER, BY JOHN FREDERICKS





## SHOES: STRAPS AND HIGH HEELS

With the lengthening of the skirt, the center of interest in the fashionable figure drops accordingly, and the well-turned ankle again gets its inn-

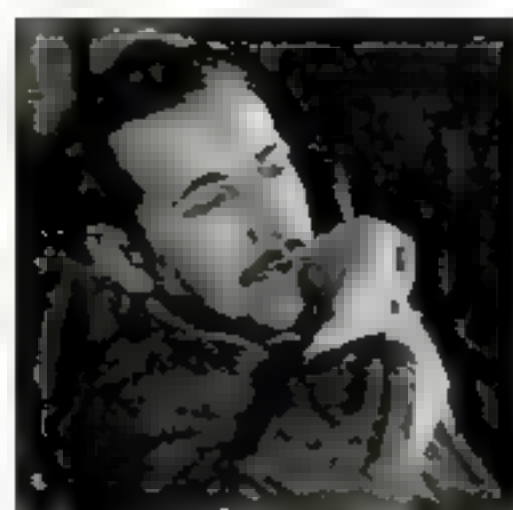
ings. Recognizing this, shoe manufacturers this year have come up with whole lines of different-looking shoes. Toes and heels are covered again and the heels—3 inches high or more—are much thinner. But the strange geometry of the straps is the most startling innovation. Shown above are three of the smartest designs: the broad T-strap, the ankle circlet, the oblique. Hose should be sheerest dark nylon to make legs look slender.



# MAJOR FASHION TURNING POINT IS MARKED BY PUBLIC FUROR



The new trends in fashion, examples of which are seen on the preceding pages, have created a national furor. A typical reaction is that of Dallas women at left, parading in protest to the new styles. All over the U.S. women feel that they have been outrageously imposed on by the mysterious "they" who dictate fashion.



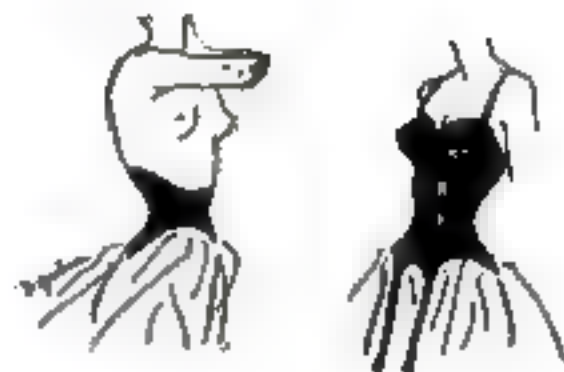
The women are partly right, but before examining that "they," the development of the fashion which has been in vogue in recent years will profitably bear examination. The square-shoulder, lean-hip silhouette was inaugurated by Hollywood's Adrian (left) in 1931 for Joan Crawford and Norma Shearer movies. It caught the public fancy and remained popular until 1945, helped by wartime restraints on new styles.



The square-shouldered silhouette (extreme left) developed by 1946 into a somewhat more feminine and rounder-shouldered silhouette (sketch next to it) although some shoulder padding was still used. This year's silhouette (right) completely revolutionizes Adrian, who is one of its staunch opponents.



The 1947 fashion revolution has created some secondary changes in women's wear. Next to the long skirt, the small corset and bra with boned extension that hugs midriff (right), both designed to slenderize waists and produce the new hourglass, are probably most extreme and most discussed developments.



Common belief to the contrary, no single group of persons omnipotently dominates the fashion world or dictates fashion change, although many try and some can accelerate a new trend once it sets in. But fashion change is born of many social forces, interacting sometimes mysteriously and intangibly. One such force is the top-flight custom designer, here or abroad, like Hattie Carnegie (left).



Normally the American or Parisian custom designers, ever seeking something new and smarter, and sensitive to feminine restiveness, simultaneously make starts in several style directions. Their most likely are seized on by their chic clientele, then by volume manufacturers like David Westheim (left) of New York's Seventh Avenue, who this year came out fast with a line copied from Paris' famed Christian Dior.

Fashion magazines such as *Harper's Bazaar* and *Vogue*, whose combined circulation of 554,000 is concentrated in homes, clubs and shops of the wealthy style-followers, nourish the trend by spreading news of it. *Madoiselle* and *Seventeen* do the same for their younger audiences.



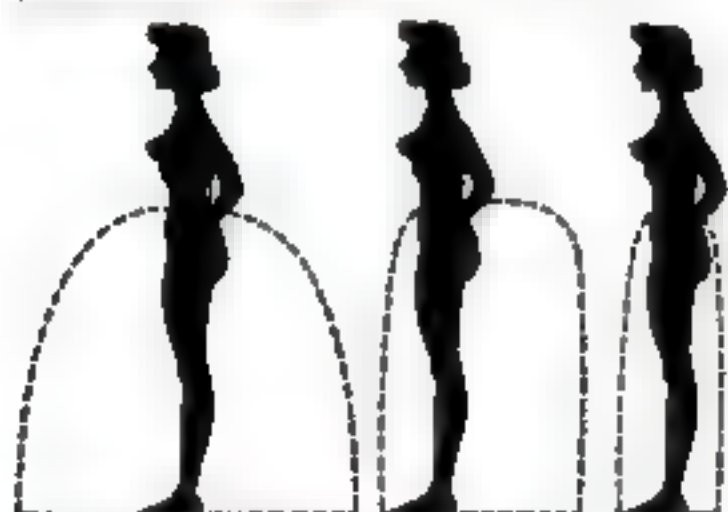
Education in the "look" of the moment is carried to the average woman by newspaper ads, especially those of the smarter stores like Saks Fifth Avenue (right), and by their glittering show windows, the dressing of which approaches art and the gaping at which is a national feminine pastime. *Women's Wear Daily*, garment trade paper, spreads the word to buyers' offices across the U.S. Style consultants earn large retainers to brief stores on the new fashions.



The first women actually to wear the new fashions are professional models who are dressed in them for editorial and advertising photographs. Models and professional women whose jobs are linked with fashion become accustomed to extremes in style, reflected in their personal wardrobes. Seen in smart clubs on attractive women like Model Francine Counihan and Radio Commentator Florence Pritchett in "21" (left), the new modes receive powerful impetus.



Other major advocates of new fashions are such super-smart members of the international set as the Duchess of Windsor, shown with her husband at left. These women do not accept prevailing fashion *in toto* but elegantly pick and choose, from top couturiers, those styles which enhance their own personalities. Their wardrobes invariably represent conservative versions of fashions to come in six months to two years. Frequent news pictures of these personages help to make the new look familiar.



This year's revolution may prove a landmark in the cyclic history of U.S. fashion. For more than 200 years, according to Agnes Brooks Young in *Recurring Cycles of Fashion*, fashions have changed regularly, and in sequence, about every 35 years. Sequence is bell-shaped silhouette (left) to back fullness to tubular, then back to bell. The present tubular cycle has run more than 35 years.



The woman, indignant over having to drop her hemlines or buy new clothes to appear up to date, can commiserate with wealthier victims, such as the mink-coat owner at left. Since mink cannot be added to, her coat cannot be lengthened and so must be chopped to three-quarter length to stay in fashion or else discarded.



The sudden, shrill cry that went up when women first saw the new look testifies to the jittery existence of the fashion-follower. In fashion nothing is certain except change and alteration. This year's revolution included big, head-covering hats (pp. 120-121). Yet just as these seem established, Dior now counterrevolts by introducing to Paris a tiny hat exposing half of the head (left).



Similarly the girl on *LIFE's* cover wears a swank necklace created to go with the new fashions. She wears the necklace in front, but before the season is out such necklaces may well be worn in reverse, (left). Such fads are brief ripples on the current of fashion, which moves cyclically and slowly. That current has never been disturbed by a complete, successful revolt against new fashions, and such a revolt remains only a bare possibility.





10-INCH SKIRT DRAWS A MALE STARE



LONG AND SHORT SKIRTS AWAIT A BUS



34-INCH SKIRTS SPECKLE FIFTH AVENUE



10-INCHER SWEEPS INTO A NIGHTCLUB



"JUNIOR BAZAAR" EDITORIAL STAFF STOUTLY PRACTICES WHAT IT PREACHES



A CONOVER MODEL AT THE STORK CLUB



WOMAN'S-PAGE EDITOR AT "312" BAR



LONG MEETS SHORT AT THE EL MOROCCO

## FIFTH AVENUE LIKES NEW LOOK

As New York's sophisticates go fashionwise, so goes New York. As New York goes, so, eventually, goes the nation. The candid pictures above,

made mostly along Fifth Avenue and in smart nightclubs, tell how New York is going. Oddly, the long skirt is being accepted particularly by younger women with shapely legs. As volume dress manufacturers swing into production, making the new look available to all purses, there is every indication that virtually all New York skirts will lower like the shades of melancholy night, not only on Fifth Avenue but on First and Eighth.





## BUT MAIN STREET DOES NOT

The furrow in the brow of Mrs. Walter J. Allan (*above*), trying on a new-length dress in a Dallas, Texas store, is duplicable in all the other 47

states. To the average U.S. woman this fall's sharp change in fashion represents a real crisis, a challenge to her pride, her pocketbook and her innate sense of independence. It may take two years of wearing out present wardrobes before the new look becomes familiar on America's many Main Streets. But familiar it seems certain to become, with the possibility of even lower, more bell-shaped garments lurking in the five-to-ten-year future.





DRURY LANE THEATER IN LONDON HAS A DIURNAL GHOST WHO LIKES TO GO TO MATINEES BEDROOM IN BISHAM ABBEY BOASTS PAIR OF

A WHO'S WHO OF

# ENGLISH GHOSTS

Britain has long enjoyed a monopoly of screaming heads, transparent young maidens and ectoplasmic dogs which pad about on squashy feet

by NOEL F. BUSCH





HANDS WHICH WASH THEMSELVES IN A BASIN — GHOST OF JANE SEYMOUR, HENRY VIII'S THIRD WIFE, CARRIES CANDLE IN HAMPTON COURT

**H**ERNE THE HUNTER, the spectral figure said to haunt Windsor Forest, has reappeared near Royal Lodge, the home of the King and Queen, according to a woman who lives in the park. She said she was walking through the woods late at night when suddenly she saw a shadowy form of a horse and rider.

"The figure was about ten yards ahead of me. As I approached he sensed my presence, and uttering a maniacal laugh, galloped off through the woods. Within a few seconds he vanished, and then I heard the sound of the hunting horn. I am not superstitious, but I immediately thought that Herne was out riding again."

*Footnote: Herne, according to legend, was a keeper in the forest in Henry VIII's reign. He hanged himself from an oak tree in the forest, and ever since, it is claimed, he has haunted the park at intervals. The last time Herne the Hunter was alleged to have appeared was in 1926.*

The above item, reprinted verbatim from a recent issue of the *London Evening News*, proves an important fact about the British people which, in

the recent uproar about political, economic and social developments, has received less attention than it may deserve. This is that, by and large, unlike the majority of Americans the majority of British believe in ghosts.

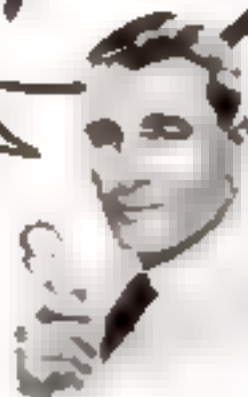
To say that the British believe in ghosts is, in fact, an understatement. On closer investigation it might be more accurate to say that the British *have* ghosts, just as the U.S. has termites, and with somewhat the same results. Like termites the ghosts infest old houses, lower property values and are extremely hard to get rid of. Getting rid of them, indeed, is one of the very few problems which Britain's Labor government apparently feels to be beyond its powers. Ever since the war, when no one had time to keep them in hand, Britain's ghosts have been multiplying almost like guinea pigs, and at present they are enjoying an unprecedented boom. They have taken all sorts of new and unpredictable forms, among which the reappearance of Herne the Hunter is by no means the most noteworthy. Single ghosts like Herne are currently cropping up all over England all the time. More remarkable are mass uprisings of spirits like a whole troop of monks observed recently in St. Dunstan's Vicarage, Acton, by its sober and



# PROVED!

*Smoother,  
More Comfortable  
Shaves for 3 Men  
out of every 4*

BEARDS EASIER TO CUT—Sold 79%  
LESS RAZOR PULL—Sold 75%  
CLOSER SHAVES—Sold 69%  
SMOOTHER FEELING SKIN—Sold 82%



## Only Palmolive Brushless Shave Cream Offers You This Proof

**THE PROOF:** 1,097 men tested the new Palmolive Brushless Shave Cream. Was, and—no matter how they shaved before—most of reports: "most comfortable, actually smoother shaves!"

### Here's All You Do:

1. Wash face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard. This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect! Then, shave—and discover the smoothest, most comfortable shaves you've ever had!



Get a  
Giant Tube or  
Big 9-oz. Jar Today!



**RUINS OF BORLEY RECTORY**, most haunted house in England, provided the photographer who took this picture in 1944 with a puzzling bit of ghostcraft. At instant shutter was snapped a brick (white speck against dark shadow in room at right) rose from the floor, apparently nudged by unseen hands.

## ENGLISH GHOSTS CONTINUED

distinguished pastor, the Rev. Anton Stephen. Even more disturbing have been the recent renewed commotions on the site of Borley Rectory, long celebrated as the most haunted house in England.

While England as a whole is thickly peopled by ghosts, the population density at Borley, near Long Melford, Suffolk, approaches that of the Yankee Stadium during a 5¢ World Series. Among the celebrities in the crowd at Borley are two headless coachmen, a nun, two bay horses pulling a coach and a woman who says, "Don't, Carlos, don't." Their activities include dragging their feet, whispering, scribbling on the walls, shooting keys out of the locks and ringing bells. Borley Rectory was built in 1863 to house the vicar of a nearby 12th Century church. Ghosts were observed by everyone who lived at the rectory until it was gutted by fire in 1939. Characteristically the fire was first predicted by a lady with a ouija board and then caused by a stack of books which fell over of their own accord, upsetting an oil lamp. During the fire two unexplained figures looked out of a Borley window and two other cloaked figures strolled through the rectory garden. From 1939 to 1945 no one had much time to keep an eye on Borley, but of late its old ghosts have been observed prowling around again in the company of new ones.

### Harry Price, ghost-hunter

**T**HE revival of the Borley ghosts has not only attracted its share of attention in the papers but has also served to revive activities among British ghost-hunters. Ghost-hunting is the process of delving into reasonably well-attested cases of hauntings to discover, if possible, whether there is any truth in them. The dean of this well-established vocation is Mr. Harry Price, who has been practicing this pursuit both on his own account and as an unpaid agent for England's Society for Psychical Research for well over 40 years and has written a score of books about it. As the acknowledged leader in his field, Price is to the Borley Rectory what Einstein is to relativity. Retained by the BBC, he recently made the latest disturbances at Borley the subject of a sensational broadcast which included recorded testimony by more than a dozen witnesses.

Any serious student of English ghosts is impelled to ask where the ghosts came from in the first place and how they happened to choose England as a habitat. To the British, of course, this question presents few difficulties. Owing to self-confidence induced by insularity, it would never occur to them that, given a choice, anyone, ghost or otherwise, would select any other place. Nonetheless the question is pertinent because, when asked why America has comparatively few ghosts, most British ghost experts politely fall back on the answer that, being a younger country, it has not had time to develop them. This answer will not hold water. If antiquity were the main point, Rome would have many more ghosts than England, and Cairo would be overrun with them. In fact Rome has

# Wimbledon

IT'S A *America's finest sport shirt*

## THE Cambridge

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CONTINUED ON PAGE 129





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**GEORGE BRENT AND CAROLE LANDIS**  
Starring in Eagle Lion Films'  
"OUT OF THE BLUE"

# LIKE MAGIC

## Premium Sinclair Oil gives your car more power

*Premium* Sinclair Opaline Motor Oil works like magic in your car to give it more power. That's because *pre-mium* Opaline cleans as it lubricates.

Sinclair Opaline cleans out carbon, sludge and other power-stealing deposits because special chemicals are blended into this modern oil at the refinery. Tests prove

that regular use of Opaline cleans up cylinders, rings and pistons so thoroughly that old cars respond like new. New cars keep their pep and power with Opaline.

Get more power from your car. Save on gasoline and oil. Ask for *premium* Sinclair Opaline Motor Oil where you see the Sinclair H-C Gasoline sign.

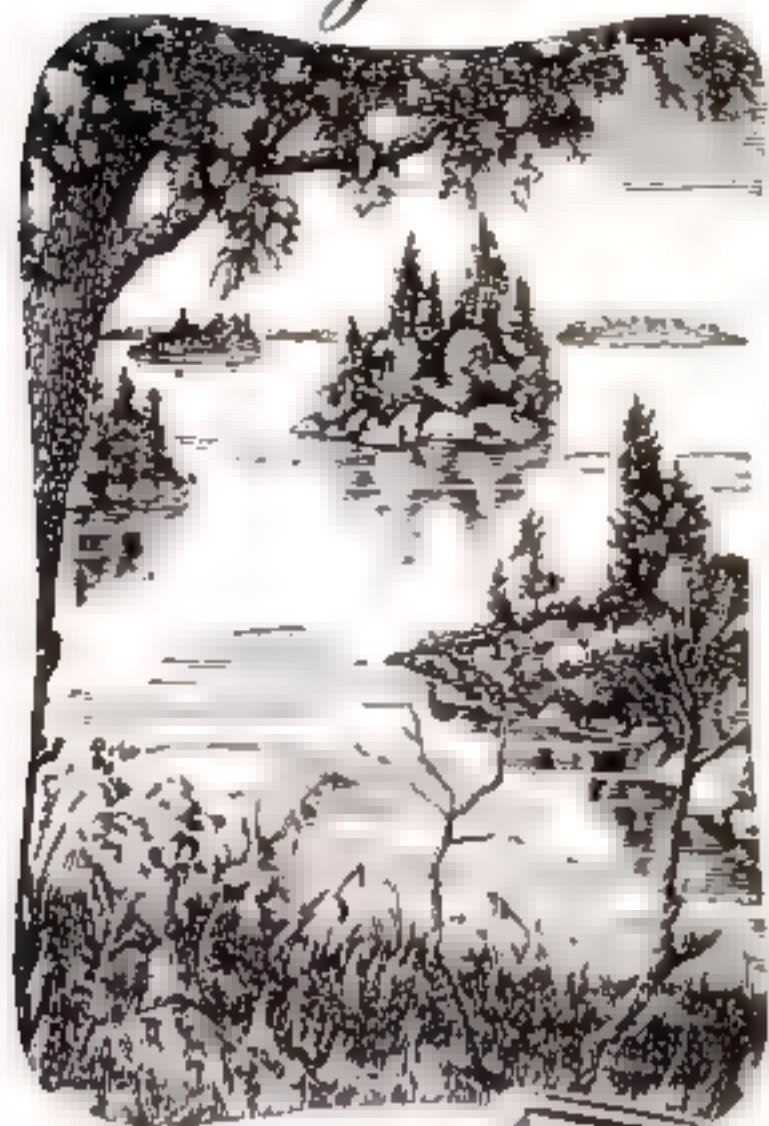
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*Keeps your motor clean as a whistle*





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## ENGLISH GHOSTS CONTINUED

few ghosts and Cairo fewer. To be sure, some ancient Egyptian tombs have curses, but these curses are operative chiefly in the case of British archaeologists. Ghosts seem to have originated in England only after the civilized Romans withdrew, although it is true that the oldest ghost on record in England appears to be a survival of the Roman invasion. The ghost is a young girl wearing a white Roman robe who wobbles upstairs from time to time in a small cottage near the Shropshire village of Wroxeter. Wroxeter is supposed to be on the site of the Roman city of Uriconium. This ghost, like most English ghosts, has never been seen by anyone except a British subject.

Ghosts in England became well established in the Middle Ages. Though little scientific data was collected about them, their standing in society is proved by their position in literature. By the Elizabethan era they were an important if not essential element in British dramaturgy, as were witches, elves, little people and their ilk. In the 18th Century, which was an age of reason and frivolity, the ghosts suffered something of a setback. Unlike the works of Shakespeare, which alone contain 17 ghosts mentioned by name, 36 fairies and other apparitions, plus an unspecified number of attendants to fairies, the combined works of Sheridan, Addison, Steele and Pope all put together contain almost no ghosts at all. Boswell believed in them, but, what is more to the point, Samuel Johnson scoffed at them.

British ghosts really came into their own at the end of the 18th Century, helped along by the Gothic romances of Walpole and Radcliffe. Later Scott and Dickens and then Oliver Lodge and Conan Doyle helped make them respectable members of the community. The Ghost Club, founded in 1862 and recently revived with the aid of Mr. Price, gave ghosts entree into the exclusive world of London's Pall Mall. Further impetus was given to the ghosts by the founding of the Society for Psychical Research in 1882 by a group of Cambridge authorities and the celebrated physicist, Sir William Barrett.

During World War II, though they suffered from the neglect of the living British who had other matters to attend to, ghosts were by no means wholly ignored. Air Chief Marshal Lord Dowding, who directed operations during the Battle of Britain, believed in ghosts; hope was expressed that the ghosts of fighter pilots might be helpful in devising new tactics. The ghost population was enlarged during the war by, among other things, the dubious addition of gremlins. In these, along with elves, fairies, leprechauns and wee folk, the majority of British, for reasons best known to themselves, still do not actually put much credence.

### The red-headed giant of Glamis

BRITISH ghosts, like British oaks and jokes, are noted for their durability. Despite the pressure of new competition by the postwar ghosts, the old ghosts are well equipped to maintain their standing and prestige. Easily the most famous individual ghost in England is the ghost of Glamis Castle, childhood home of Queen Elizabeth. The Glamis ghost appears to have been seen by a quorum of all the guests who ever stayed at the castle and in many cases takes the form of a giant with red hair. This ghost is notable for the confusion that is attached to him. No one who has seen him knows what he did in the past or what he is up to at present, for the story of the ghost is supposedly known only to earls of Strathmore and to their oldest sons who, according to legend, are informed on the subject when they reach their 21st birthday. This confusion is deepened by the fact that the present Lord Strathmore says that he does not know where the legend originated and that, so far as he is concerned, he was not told the story of the ghost on his 21st birthday or at any other time.

For persistence and dependability the Glamis ghost is surpassed by the celebrated ghost of Catherine Howard, who was beheaded by Henry VIII when he secured evidence that she had been misbehaving. As she was carted away from Hampton Court Palace, she wriggled past her guards in an effort to explain her activities to the king but was recaptured by soldiers, who dragged her off, squealing. Her ghost from time to time runs down the same corridor uttering the same squeals. Other wives of Henry VIII, Jane Seymour and Anne Boleyn, still prowling about. But Henry VIII created many more ghosts by breaking away from the Catholic Church. This move dispossessed many monks, who now form the rank and file of the whole assemblage of ghosts in England.

Honors for being the most objectionable ghost in England probably go to the Screaming Head, which belongs or belonged to the

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my children  
please"



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CONTINUED ON PAGE 132



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**GLAMIS CASTLE**, family home of Queen Elizabeth, contains a ghost who has been seen over and over again by the castle's visitors. But they disagree as to whether it is the ghost of Duncan murdered by Macbeth, the ghost of Lady Glamis burned for witchcraft or the ghost of her murdered grandson.

### ENGLISH GHOSTS CONTINUED

unfortunate husband of a London housewife named Katherine Hayes. In the year 1790, aided by two gentlemen friends named Billings and Wood, Mrs. Hayes got Mr. Hayes drunk, knocked him unconscious and then beheaded him. When she and her friends buried his head in the backyard, it set up an outcry. They thereupon tossed it in the Thames, but here it set up such a commotion that some fishermen bestirred themselves to pull it out. This was the beginning of the end. The head was placed on a pole in St. Margaret's, where some old friends of Mr. Hayes recognized it. They caused the arrest of his widow and her accomplices. Of the latter one was hanged and the other died in prison. Mrs. Hayes was burned alive.

In addition to being gory, the Screaming Head is unusual among British ghosts in that it played a useful role in society. Most ghosts are, when all is said and done, only a nuisance. This applies even to the ghost of Lady Hamilton, mistress of Lord Nelson, who, in further distinction from the Screaming Head, may be considered the most beautiful English ghost. Lady Hamilton and Lord Nelson lived for a time at No. 2 Cambridge Square, where her ghost is still in residence according to the present three occupants of the house. Lady Hamilton walks upstairs looking almost as pretty as she did in the many portraits of her by George Romney, but she has the bad habit of unlocking doors left locked by the living tenants of the house.

Walking up and downstairs is characteristic of British ghosts who seem, like their descendants, to be devotees of physical exertion. A particularly energetic ghost is Amy Robsart, who started out at Cumnor Place but has also been seen at Cornbury Park. In addition she is believed to have haunted Syderstone Hall in Norfolk, which is reputed to be the residence of an old male ghost named Mr. Stewart, whose shriveled face is supposed to be the most malignant, wicked and sly one ever seen. Amy Robsart has been heard ringing a bell, but many ghosts can do this. They have also been known to play the drums, sing, toot on horns and even strum the harp.

Musical ghosts, like screaming heads and door-opening ladies, however odd, are not to be confused with poltergeists, who are a different breed entirely. These are young, ill-behaved spirits whose activities usually consist of throwing stones, breaking crockery and otherwise damaging property. Poltergeist activity, according to the best authorities, is associated with the presence of pre-adolescent children, usually girls. The British, rather characteristically, prefer, instead of holding the child responsible for the disturb-

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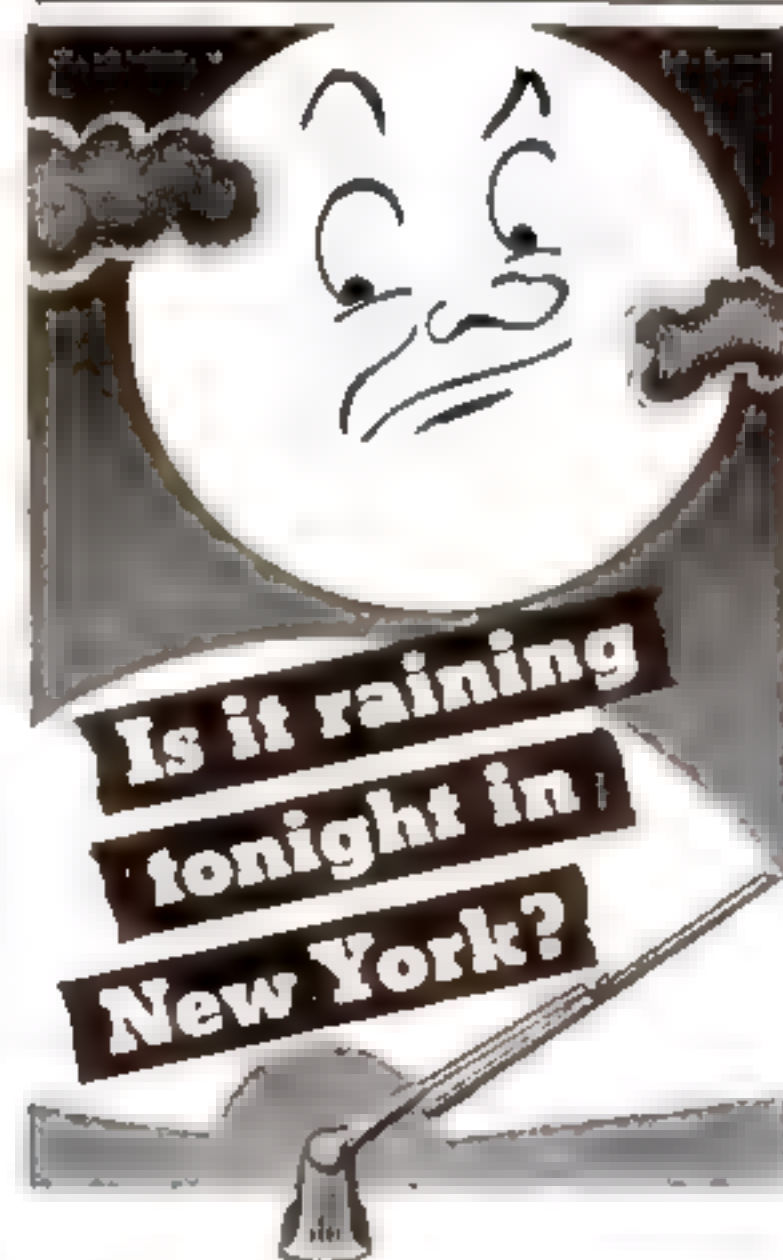
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CONTINUED ON PAGE 134



# STYLE MAKES THE CHAMP . . . . by Mullin

## SID LUCKMAN

WORLD'S LEADING EXPONENT OF THE T-FORMATION (WEARING HIS NEW **CHAMP HAT**)\* IS THE CHICAGO BEARS' QUARTERBACK AND PEERLESS PASSER, SID LUCKMAN...



SID SENT ME



THAT'S AWFULLY DISCOURAGING, SIDNEY

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HE CAN RUN, TOO!

YONDER LIES TH' GOAL LINE!

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SEANCE in London was photographed in the dark with infrared light, which revealed an amateur medium named Colin Evans during one of several trips he took into the air that evening. He credited lifting power to "spirit forces."

## ENGLISH GHOSTS CONTINUED

ances, to regard it as the innocent victim of some mischievous sprite or shade. England's most famous poltergeist is perhaps a spirit nicknamed Jeffery, who in 1716 took to causing miscellaneous disturbances in the Epworth, Lincolnshire, household of the Rev. Samuel Wesley, whose son John, then 13 years old, grew up to become the famous founder of Methodism. The Rev. Samuel Wesley also had eight other children, including seven daughters named Emily, Sukey, Mary, Hetty, Nancy, Patty and Keziah, ranging downward in age from 22 to 7. The disturbances caused by the poltergeist included groanings, knockings and tinglings, mostly located in the nursery where Hetty, Patty and Keziah slept.

The Rev. Samuel Wesley got a man to blow a horn against rats and later, according to Andrew Lang, who records the case in his *Book of Dreams and Ghosts*, tried a moody mastiff which proved equally ineffectual and became morose about it. Emily, Sukey, Mary, Hetty, Nancy, Patty and Keziah were considered blameless, as was little John.

A more recent poltergeist appeared during the recent war when a U.S. bulldozer, widening a road at Scrapfaggot Green, in the village of Great Leighs, Essex, not far from Borley, overturned a 2-ton stone marking the grave of a witch who had been buried with a stake through her heart in the 17th Century. Shortly afterward strange things began happening. The tenor bell in the church tower tolled in the early morning. The church clock lost an hour. Chickens drowned in water butts. Sheep got through unbroken hedges. A large boulder was found in front of the Dog and Gun. At midnight on Friday, Oct. 13, 1944 the villagers restored the 2-ton stone to its proper position on the witch's grave, whereupon the manifestations ceased.

For the sake of convenience British ghosts may be divided into a) ghosts of famous people or ghosts who live in famous places, b) ghosts who are famous in their own right, and c) miscellaneous ghosts, including animals.

Historical figures whose ghosts are still up and about include the Black Prince, who haunts Hall Place, near Bexley, where he was seen three times before British reverses during World War I; Sir Francis Drake, who drives over Dartmoor in a black coach drawn by headless horses and followed by hounds whose yapping causes live dogs to keel over and die, and the famous highwayman, Dick Turpin, who gallops down Trapps Hill, near Loughton, three times a year. During part of this gallop Turpin is accompanied by an unpleasant old lady, riding pillion. Among ghosts of celebrities, the Turpin shade is probably the all-around champion for uniqueness and diligence as well as dependability. When not riding on Trapps

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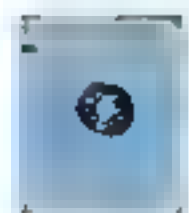
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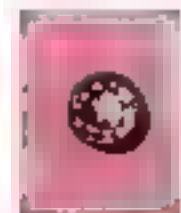
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own tranquil light and dignified  
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Miss Jean Bullitt, of Chestnut Hill, Philadelphia, painted by Peter Lauck



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Fresh California Orange Juice  
Oatmeal with Cream    Flapjacks  
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To get up and get going, Westerners drink fresh California orange juice first thing! Without it, this breakfast would not be a good starter, big as it is. It takes the orange juice to provide vitamin C, the very vitamin health authorities say we should get at breakfast.

You'd do right well to make fresh California orange juice a pleasant breakfast habit of your own. Its flavor is as rich as its sunny color. How much it helps your health shows in the charts — take a look!

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**GHOST DESCENDING A STAIRCASE** at Raynham Hall was snapped by a well-known London court photographer and the negative was developed under the close supervision of a firm of chemists. Experts disagree as to whether the picture shows Raynham Hall's own lady ghost or merely some chance visitor.

#### ENGLISH GHOSTS CONTINUED

Hill, Turpin rides on Watling Street near Nuneaton and Hinkley, where he was seen by several admirers in 1926.

Turpin's most recent mention in ghostly news occurred in July of this year when a householder named Blaney Key asked for a reduction in the tax rates on his house in Aspley Guise, Bedfordshire, on the ground that the presence of ghosts in it lowered its value. The ghosts at the Key house were those of a murdered couple whom Turpin had once discovered in the cellar and whose death he kept a secret in exchange for refuge. The exact degree to which the value of an English house is diminished by the presence of ghosts depends on the house, the tenants and the behavior of the ghosts. However since the presence of any sort of ghosts diminishes the value to some degree, the addresses of ghosts are hard to find and the publication of a ghost's lair now constitutes a libel for which damages may be asked by the live residents of the premises. This tends further to impede the classification of ghosts and also discourages the appearance of new ghosts or of old ghosts in new places.

The case of Dick Turpin is additionally interesting for its equestrian aspects. Among animal ghosts in England, horses are naturally by far the most numerous. As a rule the horses, the riders or both lack heads, though this is not an invariable rule. Next to horses in popularity among British ghost animals, as among British live animals, come dogs and cats. The best dog ghost is a squashy-pawed animal named Shriker, or Trash, who pads about the town of Burnley in either a forward or backward direction, making a splashing sound as it goes. Shriker, or Trash, a large shaggy animal, whose appearance is regarded as an omen of demise in the near future, can howl and is equipped with a head, unlike the headless hound of Preston. Another well-known canine ghost is the Black Shuck of East Anglia, which has one eye that burns like a lantern. Ghosts of wolves, birds and even bears have frequently been seen in England. Ghost bears are found near the Tower of London which is, of course, a positive menagerie of spirits of every kind. British beetles and hedgehogs have no ghosts, as they are not sufficiently dignified.

#### "Silky," the miners' friend

**AMONG** the ghosts of anonymous or obscure individuals who have made a success on their own merits the best is perhaps an agreeable female ghost named Silky, who haunts Denton Hall, near the Roman Wall. Silky got her name from the rustling white dress in which she is usually attired. Her appearances, according to the celebrated ghost authority, Christina Hole, usually precede some outstanding event, either of a good or else of a bad nature. Silky usually haunts two rooms and has never done anything mean except

CONTINUED ON NEXT PAGE

MICROSCOPE REVEALS

## Floating Lift OF SWEETHEART SOAP'S *Extra Lather!*



SCIENCE SHOWS HOW THIS  
ASTOUNDING ACTION HELPS REVEAL  
THE TRUE BEAUTY OF THE SKIN

• You yourself can see that pure, mild SweetHeart Soap gives you billows of rich, luxurious *extra lather*. And now, pictures taken through the microscope show the astonishing *floating lift* of this gentle *extra lather*!

Countless bubbles bathe the outer pore openings. *Lift off . . . float away* dirt and dry skin flakes!

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*Floating Lift Beauty Care!* Night and morning, massage your face for one minute with SweetHeart's *extra lather*. Rinse with warm — then icy cold water. Skin is *cleansed . . . stimulated . . . more radiant!*

• For tub and shower, you can now also get the new, large bath size. SweetHeart's *extra lather* with its *floating lift* is marvelous for luxurious beauty baths.

## SWEETHEART SOAP

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## Don't scrub or rub



## Till fingers blister



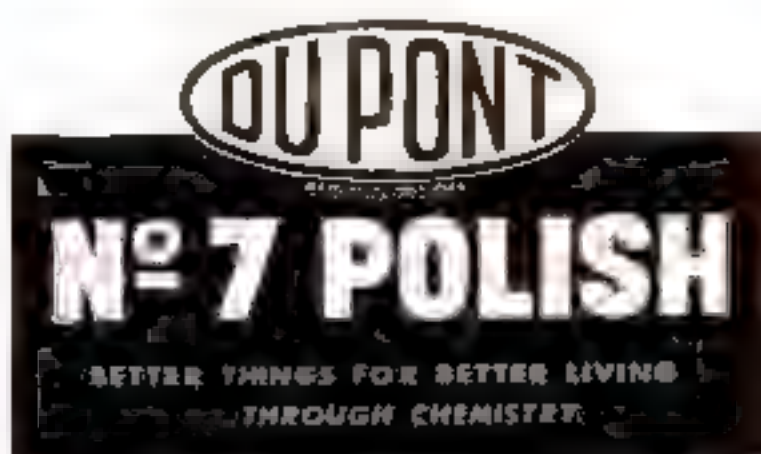
## Shine it easy



## Use this, mister



Just try No. 7. This speedy polish cleans away traffic film quickly—restores original color and lustre. For a brilliant shine in half the time, use Du Pont No. 7 Polish.



## ENGLISH GHOSTS CONTINUED

once when she touched a sleeping person's hand, causing a sore spot that lasted for two days. Sometimes she visits the local colliers to warn them of danger in their pits, thus enabling them to save their lives. Silky, in fact, is such a good ghost that some authorities have preferred to regard her as a nature spirit or fairy.

More satisfactory than the Glamis Castle ghost as a ghost famous for its locale is, of course, the celebrated ghost of Drury Lane theater. This ghost is remarkable for several reasons. For one thing he walks only in the daytime and generally between 9 a.m. and 6 p.m., which suggests that he must be a member of the box-office staff rather than an ex-actor. For another thing he never frightens anyone. For a third, by no means shy or retiring, he has been seen by thousands of people, including a packed matinee house, according to the Drury Lane's eminent historian, W. McQueen Pope, who speaks from personal experience. The Drury Lane ghost is a man of medium height, wearing a long gray riding cloak and a three-cornered hat of 18th Century style. The Drury Lane ghost likes only hit shows. He kept severely away from Noel Coward's *Pacific 1860* but was in frequent attendance more recently at *Oklahoma!* The Drury Lane ghost has been seen by more people, he has a better appearance, he is handier, and he enjoys better living conditions than any other British ghost. He is therefore the all-crowned, all-time champion British ghost.

With the decline of fox-hunting, due to the diminishing number of Englishmen who can afford it, a rise in ghost-hunting might be expected, and this indeed is the case. Ghost-hunting differs from fox-hunting primarily in requiring steadier nerves, a love of supernatural rather than mere nature and less costly though more extensive equipment. The well-appointed British ghost-hunter, when setting out on safari, takes with him a large kit of which the following items are merely the basic ones:

- Pair soft felt overshoes
- Steel measuring tape
- Screw eyes
- Lead seals and sealing tool
- White tape
- Toolbox and nails
- Hank of flax
- Small electric bells
- Dry batteries and switches
- Camera, films and flash bulbs
- Notebook
- Red, blue and black pencils
- Sketching block and case of drawing instruments
- Bandages
- Iodine
- Surgical adhesive tape
- Ball of string
- Stick of chalk
- Matches
- Electric torch and candle
- Bowl of mercury to detect tremors in room or passage (ghosts like passages)
- Cinematograph camera with electrical release
- Flask of brandy

The purpose of these utensils is too obvious in most cases to require much explanation. The screw eyes, for example, are inserted in all door posts and window frames and the tapes threaded through the eyes and knotted, after which the knots should be sealed with post-office lead seals. The chalk may be scattered on the floor to show footprints. The ghost-hunter seals the room, sets his traps and then settles down to await results. The flask of brandy, up to this point, is carried in the pocket.

### Haunts cost him \$5,000 a year

**B**UT the top ghost-hunter of them all, the aforementioned Harry Price, a distinguished, levelheaded man of 66, is a confirmed skeptic about ghosts. Equipped with private means and a well-furnished laboratory in his residence at Armbank, Pulborough, Sussex, he carries on his work on an entirely amateur basis and finds that it costs him about \$5,000 a year. It consists chiefly of investigating cases which are reported to him by private correspondents or by societies which hope to enlist his expert aid. A letter typical of the 25 or so which Price gets every week from householders troubled by ghosts is the following, which he recently received from Birmingham:

I am writing to ask your fee for advising us and also "driving



When your date  
says "No" to woo  
Because bad breath  
has gotten you,  
Just chew B-Wise,  
and then, "By Gum,"  
You'll surely find  
your fun's begun!

FOR *Kissable Breath...*



REFRESHES THE BREATH...  
AFTER ONIONS, ALCOHOL, TOBACCO

GUM PRODUCTS, INC.  
East Boston 28, Massachusetts

**ZIPPO** SURE-FIRE LONG LASTING FLINTS



4 FOR 10¢  
FIT MOST LIGHTERS  
Also Ask Your Dealer  
For ZIPPO Fluid

BY THE MAKERS OF  
**ZIPPO** Windproof LIGHTER  
BRADFORD, PA.

**HORLICKS**  
MALTED MILK TABLETS



A sane and nutritious  
after-school treat. And  
how kids love 'em.

NATURAL OR SWEET CHOCOLATE FLAVOR, STILL ONLY 10¢

26,000,000 Americans now read LIFE every week.\* This represents an increase of 15% over LIFE's previous weekly readership of 22,550,000.

\*Source: Continuing Study of Magazine Audiences, Report N-9

Undies and  
Sleepers  
Mi-Chair to Mi-School  
**Nazareth**



CONTINUED ON PAGE 149



Only a new GAS range gives you all these cooking advantages

# INSIDE and OUT

Shown: MAGIC CHEF  
Automatic Gas Range  
built to "CP" standards.



**NO OTHER RANGES IN THE WORLD** combine so many cooking advantages! These automatic Gas ranges are designed with one purpose in mind . . . to give you the most perfect cooking results ever achieved! What's more, they are faster, cleaner, simpler — and more economical — to operate! The Gas range illustrated above is

AMERICAN GAS ASSOCIATION • 420 LEXINGTON AVENUE, NEW YORK 17, N. Y.

a MAGIC CHEF built to "CP" standards — just one of dozens of different models now available for your "New Freedom Gas Kitchen." You owe it to yourself to see them all — pick the one that's *right* for you. They're all beautiful . . . they're all *super-modern*. This "CP" seal guarantees it!



## 10 ways easier for top-of-stove cooking

1. Automatic lighting . . . *no matches*
2. Instant high-speed . . . *nothing else cooks as fast as Gas*
3. Instant shut-off . . . *no waste heat*
4. Dozens of heats . . . *not just a few*
5. Tailored flame . . . *less heat loss around sides of pans*
6. Vitamin-saving simmer burners (fuel-saving, too!)
7. Non-clog burners . . . *easy to clean*
8. Removable parts . . . *everything easy-to-get-at*
9. Streamlined design . . . *good-looking, easy-to-clean, durable*
10. Simple, easy to use . . . *no need to change your cooking habits!*

## 10 ways better for baking and broiling

1. Automatic clock control . . . *cooks oven meal by itself!*
2. Automatic heat control . . . *no guessing at temperatures*
3. Air-circulated oven . . . *only Gas bakes so evenly*
4. Thrifty roasting . . . *saves up to 20% on meat shrinkage*
5. Extra insulation . . . *cooler kitchens*
6. Smokeless broiler . . . *easier to clean*
7. Char-type broiling . . . *as only the quick, clean Gas flame can do it*
8. Oven and broiler light without matches . . . *broiler needs no pre-heating*
9. You can bake and broil simultaneously
10. Tilt-proof racks . . . *no danger of spilling*

*fastest*  
you'll do the *cleanest* cooking in your life on the *easiest* **new GAS range!**



# WILL YOUR RADIO "FAN OUT?"

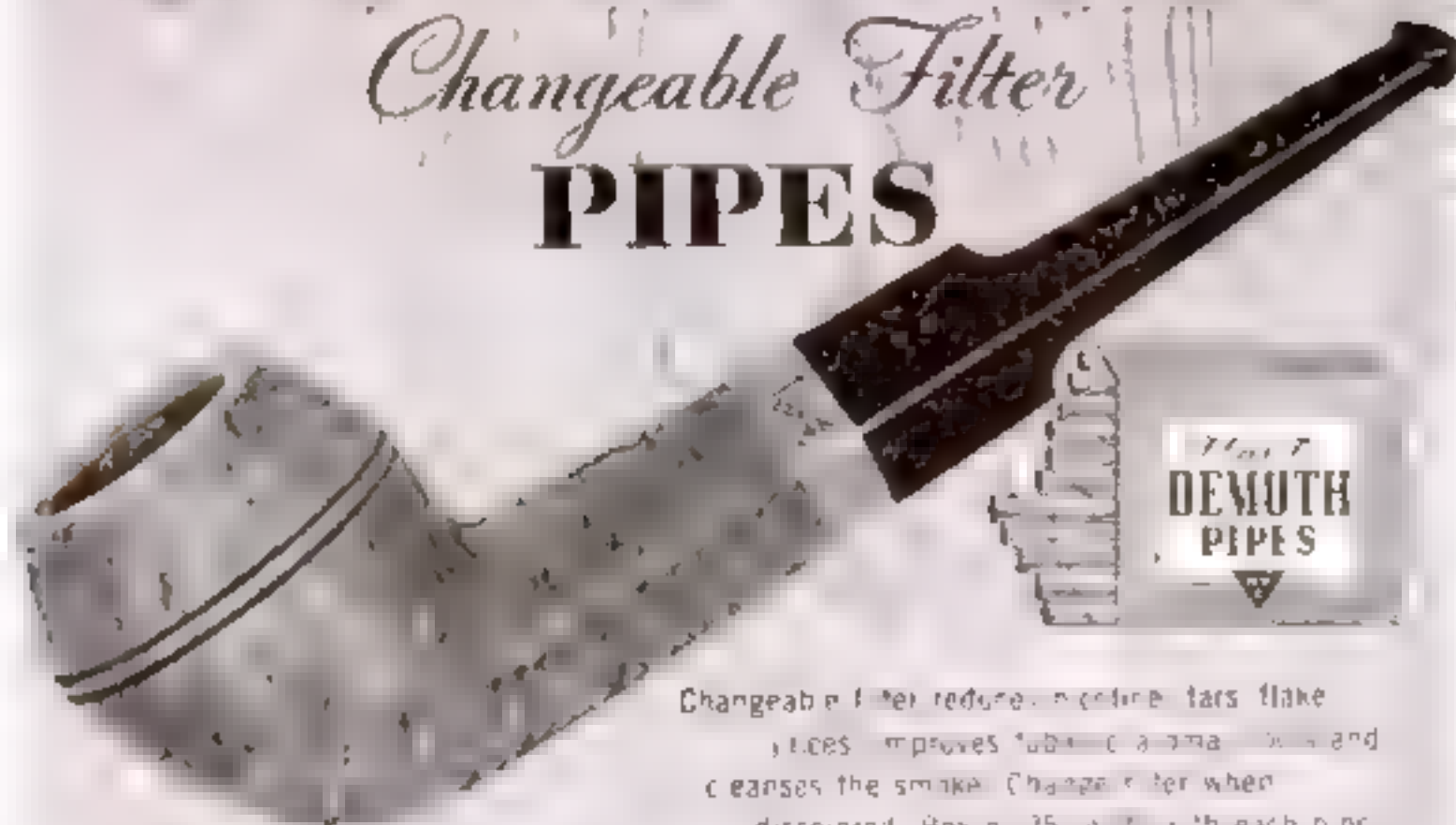


**PLAY** fair with your set and it will make a hit every time you use it. Have it checked regularly (about twice a year). You'll avoid big repair bills. You'll hear all your favorite broadcasts better, enjoy them more. Your local radio service dealer is the man for the job. Trust him to do good work at a moderate price. His Sylvania equipment and Sylvania radio tubes are your assurance of quality. There are no finer radio tubes made.



## SYLVANIA RADIO TUBES

### Presenting the NEW four-fold range of **DEMUTH** Changeable Filter PIPES



Changeable filter reduces nicotine, tars, flakes, reduces, improves tobacco aroma, and cleanses the smoke. Change filter when discolored. Box of 25 pipes with each pipe.

#### IMPORTED BRIAR ROOT

##### DEMUTH GOLD DOT

Handcrafted pipes with rare natural grain in virgin color, 14K gold band 25 shapes. With pipe bag & gift box.



\$10

##### DEMUTH ARISTOCRAT

Beautiful light mahogany finish. Shur-lock mouth-piece insures tight fit, 25 shapes. In handsome gift box.



\$5

##### DEMUTH STERLING

Smooth or etched surfaces. Mounted with sterling silver tops and bands. 23 shapes. In attractive gift box.



\$5

##### ROYAL DEMUTH

Smooth or etched mahogany, walnut or exciting unique. Antique etched finish. 42 shapes. Handsome gift box.



\$3.50

WRITE FOR NEW 1948 STYLE BOOKLET, WM. DEMUTH & CO., INC., NEW YORK 22

## ENGLISH GHOSTS CONTINUED

out," which I understand you are able to do, a "Spirit" from the home of my Mother-in-law.

This "Spirit" has now visited my home and we understand this is through my son age 16½. We are told a spirit gathers its strength from an adolescent and this appears to be so, because wherever this boy is, the happenings occur.

My Mother-in-law has suffered from fire, water and destruction and is still having her furniture etc. destroyed.

When confronted by a complaint of this sort, Price's usual procedure is to turn the matter over to one of the 100 or so volunteer amateur assistant hunters or local guides who assist him in various parts of England. If the local hunter reports favorably on the case, Price may give it his personal attention. According to England's top ghost-hunter, only about one case in 20 is worth investigation personally, and of these only about one in 100 is inexplicable on a normal basis. Even as to those which are inexplicable, Price himself adopts a noncommittal attitude, saying merely that his knowledge is inadequate to explain the phenomenon. The cases which Price finds most hard to explain are those of the famous Austrian mediums named Rudi and Willi Schneider, which he described in his autobiography, *Search for Truth*, and that of Borley Rectory, on which he has been working on and off for 18 years. Having already written two books about Borley, Price is at present working on his third, a biography of the Borley nun as deciphered from old records which were turned up in out-of-the-way places according to clues drawn from the ghost's own conversations.

Despite the efforts of Price and his followers one question remains to be answered about British ghosts: should the ghosts be abolished? As to this, there are two schools of thought. One school says that since almost everyone in England, regardless of class, creed or political affiliation, believes in them, the ghosts, like the Crown, serve a useful purpose in promoting national unity and should be preserved. The other school says that since other countries do not believe in ghosts, the ghosts are a possible source of international misunderstanding and should be exorcised en masse.

In any case the significance of the British belief in ghosts deserves careful analysis. It is quite true, on the one hand, that a nation which will believe in ghosts will believe in anything. By the same token it is also true that a nation which believes in ghosts at least believes in something. The current upswing of the British ghost industry proves conclusively that whatever else they may be, the British have not yet become cynical or disillusioned. The British capacity for believing in ghosts is basically, in a sense, proof of their capacity for believing in themselves and their own indestructibility. Such self-confidence is especially needed these days and is to be admired.



**NO. 1 GHOST HUNTER** is Harry Price, shown here in his office surrounded by tools of his trade: soft slippers, brandy, automatic, first-aid kit, movie cameras, microscope, intercom equipment, magnifying glass, flash equipment and candles. Stethoscope around his neck is used to listen to vibrations in walls.





*It's good to know!*

**IMPERIAL**

Reg. U. S. Pat. Off.

*is made by Hiram Walker*

86 proof Blended Whiskey The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Illinois.





## Picture of a man starting his higher education

All over the world, more than 265,000 members of Uncle Sam's million-man Army are studying. College courses, high school courses, literature, science, mathematics, *education itself!*

Never before in all history has the desire to learn been fulfilled on a grander scale. Never has any one program done more to raise the educational level of an entire nation's young men.

Since the U. S. Armed Forces Institute was founded in 1942, more than 1,750,000 students have taken advantage of its courses. They study by standard texts, self-teaching texts or correspondence courses. The cost to them is unbelievably low.

Of the men now studying, many are actually attending classes in this country. 36,000 are in

classrooms overseas. Some of these classroom courses are being taught by GIs who have learned to teach others and are gaining valuable experience as instructors.

In addition to the USAFI spare-time education, the Army itself operates and maintains some of the most modern technical training schools on earth. Men who enlist for three or more years and have the educational background to qualify may attend these schools and learn subjects, such as jet propulsion, rockets, radar, recoilless weapons and many others not yet available to civilians.

Many other enlisted men who can qualify are given the opportunity to enter Officer Candidate Schools or take Aviation Cadet Training.

The Army policy of today is to give every young man every opportunity for self-improvement . . . to encourage him to aspire to higher grades and greater achievement . . . to help him fit himself for a useful career both during the time he is in the Army and in civilian life later on.

Does joining the Army interrupt a young man's education? Far from it! For the man who is eager to learn, an Army enlistment is his great opportunity to *continue* his education, at little or no expense to himself. Get all the facts at your nearest U. S. Army Recruiting Station.

Listen to "Warriors of Peace," "Sound Off," "Take a Break" and "Front and Center" on your radio

**U. S. ARMY RECRUITING SERVICE**

**YOUR REGULAR ARMY SERVES THE NATION AND MANKIND IN WAR AND PEACE—CHOOSE THIS FINE PROFESSION NOW**





STREET IN SUBURBAN QUEENS WAS USED FOR SET

## MOVIE OF THE WEEK:

# *Kiss of Death*

Made on the streets of New York, crime film has authentic flavor

One of the most interesting things about 20th Century-Fox's *Kiss of Death*, a melodrama about Manhattan criminals, is that it was made in real New York settings. Director, cast and camera crew came east from Hollywood and the entire picture was filmed in places like the Tombs prison, a walk-up apartment in Chelsea, the Chrysler Building, a cheap Harlem nightclub, a semi-detached house in Queens (above) and Sing Sing prison in Ossining, N.Y. As a result *Kiss of Death* has an authentic sleaziness unobtainable from the prettifying hand of a regular art director.

*Kiss of Death* is the savage but slow-moving study of a hoodlum (played unexpectedly well by Victor Mature) whom the police persuade to turn stool pigeon. Through the revolver smoke Colleen Gray (the heroine) glitters like a promising new talent, but the cop-and-robber types surrounding her, and their tough talk, all seem overfamiliar.



OFFICE in Manhattan's Criminal Courts Building is setting where the film's hero (foreground) meets the law.



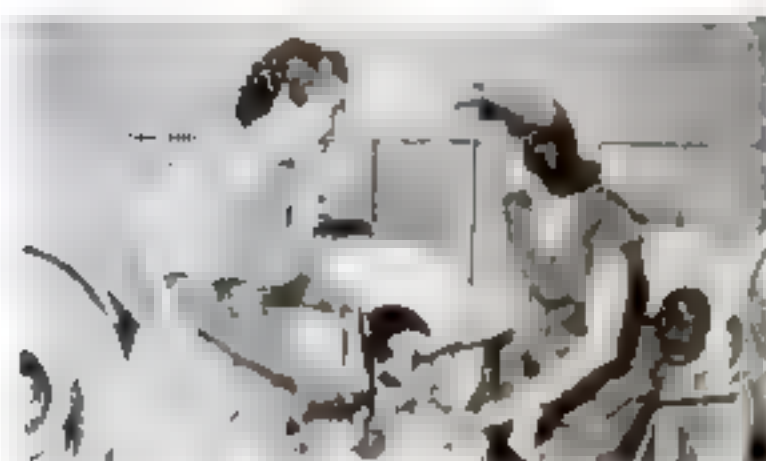
SING SING PRISON is where hero (Victor Mature, left) is sent before he agrees to help police by turning

informer. Here Mature and Director Henry Hathaway hold quick consultation outside an empty cell block.





**Your Washday-Drudgery Ends**  
at your neighborhood "Launderette."  
Your hands never even touch water!



**Courteous, Trained Attendants**  
solve your laundry problems, insure a  
scientific, sanitary wash every time!



**Get Two Jobs Done At Once**  
You have time to shop, do errands  
while Bendix washers do your work!



Telecoin products have helped  
over 3,000 people to start profit-  
able self-service businesses, in-  
cluding self-service laundries in  
stores, apartment houses, hous-  
ing projects and industrial plants.  
Other opportunities in the coin  
vending field include Telecoin's  
new Tele-Juice, canned fruit  
juice vendor. Contact Telecoin  
Corporation, 12 East 44th St.,  
New York 17, N. Y., for further  
information.

"Launderette" is a trademark of Telecoin  
Corporation, and identifies stores which have  
adopted the standards of service and sanitation  
of the Telecoin Self Service System.



**TOMBS JAIL** in New York is where the hero goes after being caught in a  
jewel robbery. In his cell he meets villain (Richard Widmark, left), a sadistic  
gunman. Director and camera crew had minimum space to photograph scene.



**RAILROAD DAY COACH** barely held people and equipment required to  
photograph the hero's trip to Sing Sing. To get authentic scenery a rented  
train was run up the Hudson between regularly scheduled trains. Cost: \$1,000.



**PRISON LIBRARY** is where the hero learns from a newspaper that his wife  
has committed suicide. Because it is illegal to photograph them, real convicts  
had to be cleared out of all rooms and cell blocks where movie was being shot.



Like praise? Serve praise-winning  
Swanson Cut-Up Fryers — delicious!  
Completely cleaned and drawn, government  
inspected and quick-frozen. No waste—  
2½ lbs. equal 3 lbs. of ordinary dressed  
chicken. Best chicken you ever tasted!

**SIMPLE!  
SAVING!  
SATISFYING!**



Try Swanson Chicken  
Fricassee and Swanson Boned  
Turkey in tin. Superb!

**AT YOUR FOOD STORE**

**Swanson**

C. A. SWANSON & SONS • OMAHA, NEBR.



**Yes.  
unbelievable  
at \$13.50**

30K rolled goldplate case,  
stainless steel back, black  
dial with radium, numerals  
and sweep-second hand.  
\*Fed. tax only 18¢. Guaranteed by





# PRESSURE COOKING IS SAFE!

Just observe these 2 rules:

**1.**

## Don't take cover off too soon

1. Hold your pressure cooker under cold water until steam inside is gone.
2. Then open Pressure Control before removing cover. Always watch pressure control, regardless of make, and keep it clean.



**2.**

## Don't let pressure control plug up

1. "Geysering" (accident at left) happens when pressure control gets plugged which results in over heating and causes safety valve to open.
2. Use correct amount of water—observe timing instructions.

# These 2 Accidents Can't Happen With the **EKCO** Pressure Cooker

**BECAUSE**

You Can't Take The Ekco Cover Off Until The Pressure Inside Is **ALL GONE!**

**1**

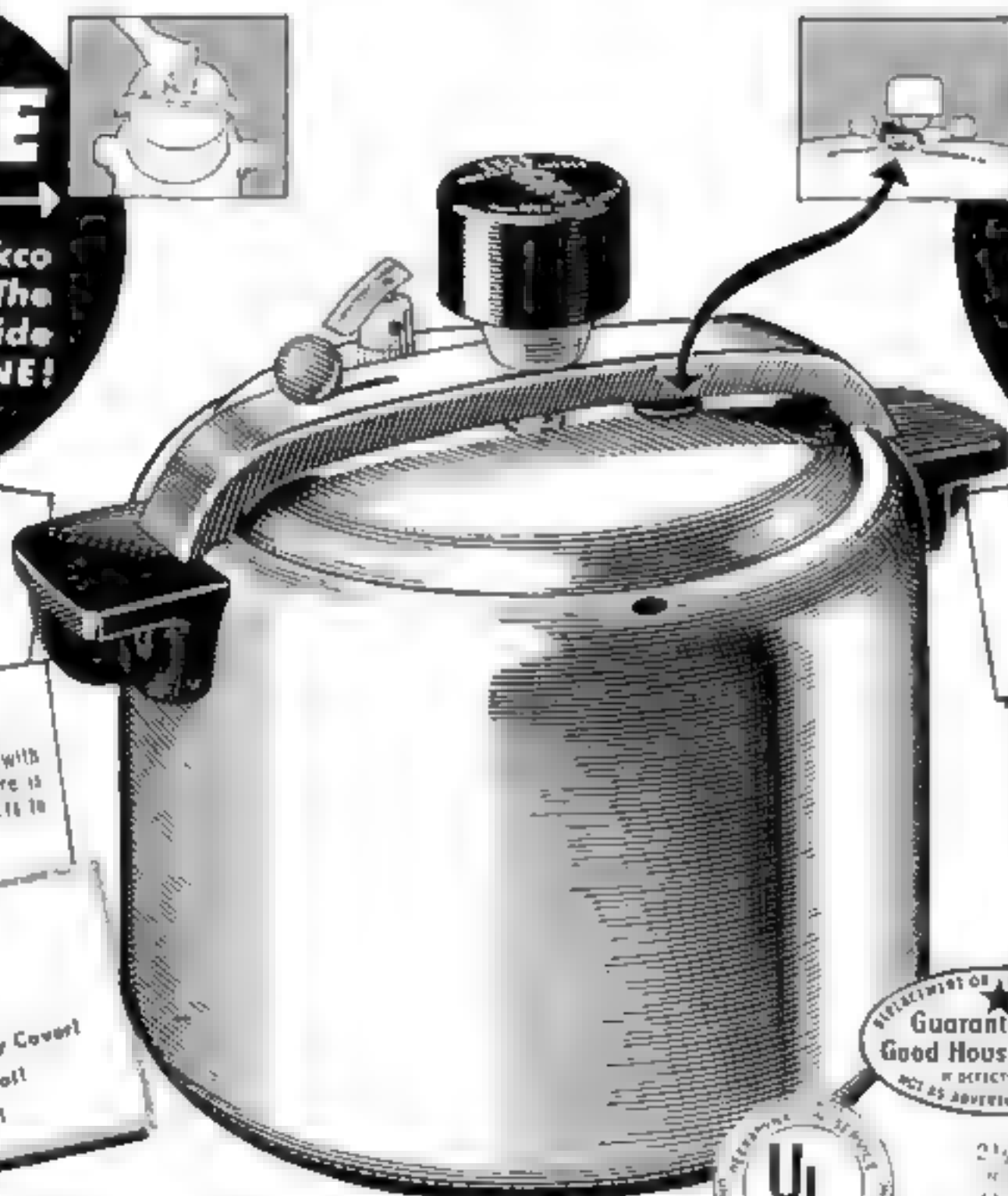
YOU CAN'T TAKE THE COVER OFF until the steam pressure inside is all gone — because it is double locked. The Magic Knob locks the cover... the steam locks the Magic Knob.

**2**

**AUTOMATIC PRESSURE CONTROL** is built in... can't get lost... calls you with a singing hiss when proper pressure is reached... warns you if cooker starts to overheat... simple to clean.

**ONLY EKCO HAS**

- 1 Fingertip Magic Knob—Easiest of All!
- 2 Foolproof, Automatic Double-locking Safety Cover!
- 3 Positive Built-in Automatic Pressure Control!
- 4 2-Way Accident-Preventing Safety Shield!



**BECAUSE**

Ekco's Exclusive 3-Way Safety Shield Lets Excess Steam Pressure Escape **SAFELY!**

**3**

JUST 3 FINGERTIPS OF ONE HAND on Ekco's Magic Knob on or off take off cover. New simplified closure — double dots make it easy as pie.

**4**

**OVER 500 OVERLOAD SAFETY FACTOR** Made from drawn, virgin aluminum, cold forged to tensile strength, at stress points, of 12 tons per square inch.

**5**

**SAVES OVER \$0. IN FUEL** because Ekco pressure cooking is three to four times faster than ordinary cooking — takes less heat than usual to maintain pressure.

Guaranteed by Good Housekeeping



2 1/2 qt. "Homess" Model, \$9.95  
4 1/2 qt. "Homess" Model, \$11.95  
6 qt. "Homess" Model, \$12.95  
4 1/2 qt. "Chef" Model, \$13.95  
6 qt. "Homess" Model, \$12.95  
(includes extra saucepan cover)

Prices slightly higher west of the Rockies

## **ONLY EKCO PRESSURE COOKERS ARE SO COMPLETELY SAFE**

**BECAUSE NO OTHER HAS EKCO'S 2 ACCIDENT-PREVENTING SAFETY FEATURES!**

Only Ekco Pressure Cookers are so completely simple—because no other has Ekco's famous Magic Knob that lets you put cover on or take it off with your fingertips.

Cuts Fuel Costs Up To One Half... Keeps Vitamins, Color and Flavor Better Than Ordinary Cooking.

Ekco—masters of precision engineering—now bring you the two things you want in a pressure cooker:

1—The Safest! 2—The Simplest!

Make no mistake—all pressure cookers are safe—just follow the instructions.

But Ekco makes pressure cooking more foolproof—eliminates the 2 principal accidents of pressure cooking. Because you can't take the cover off until the steam pressure inside is all gone.

Because the Ekco Safety Shield prevents "geysering."

### **Easy As Pie With The Magic Knob**

One of the greatest inventions in pressure cooking is the famous Ekco Magic Knob.

Because not only does it lock the cover from above but, when the steam comes up, it locks the Magic Knob from below—a double-locking safety feature.

That's why you can't take the cover off the Ekco until the steam pressure inside is all gone.

And all it takes to put the cover on or take it off are 3 fingertips on the Magic Knob!

A double set of blue guide-dots on cover and cooker make it doubly easy to insert and remove cover.

### **The 3-Way Safety Shield**

Failure to observe instructions may cause pressure control to plug up. That's why all cookers have safety valves.

But only in the Ekco is the safety valve under a shield designed to prevent accidents from excess steam. The Ekco Safety Shield blocks spurting 3 ways. Thus, if safety valve opens, excess steam escapes safely.

### **Save Time, Vitamins, Flavor and Fuel**

Not only is the Ekco Pressure Cooker the most completely safe and simple of all, but it gives you all the great advantages of pressure cooking.

You save more of the natural color and flavor of foods, more of the vitamins and minerals than cooking the old fashioned way in water, and you cut your fuel bill way down.

### **Be Safe With The Safest**

Ekco's automatic pressure control device gives a singing hiss to tell you when to start cooking.

Most important—the two accidents you may fear—can't happen to you with an Ekco Pressure Cooker.

Ekco has been awarded both the Good Housekeeping Seal and the Seal of the Underwriters' Laboratories.

PRECISION MADE BY EKCO

# **EKCO** *simplest safest* Pressure Cooker



**19,293 DENTISTS ADVISE**

**Smoke VICEROYS!**



The Nicotine  
and Tars Trapped\*  
by The **VICEROY** Filter  
**CAN NEVER STAIN  
YOUR TEETH!**

"YES!" advise 19,293 dentists, "Smoke Viceroys!" The nicotine and tars trapped by the Viceroy Filter can never stain your teeth. No unsightly bits of tobacco can lodge between your teeth, cause more stain. Smoke Viceroys! No other cigarette gives you such a blend of rich, mild, luxurious tobaccos. No other gives you this exclusive Viceroy Filter.



Only Viceroy...  
no other  
cigarette... has  
this exclusive  
Viceroy Filter!

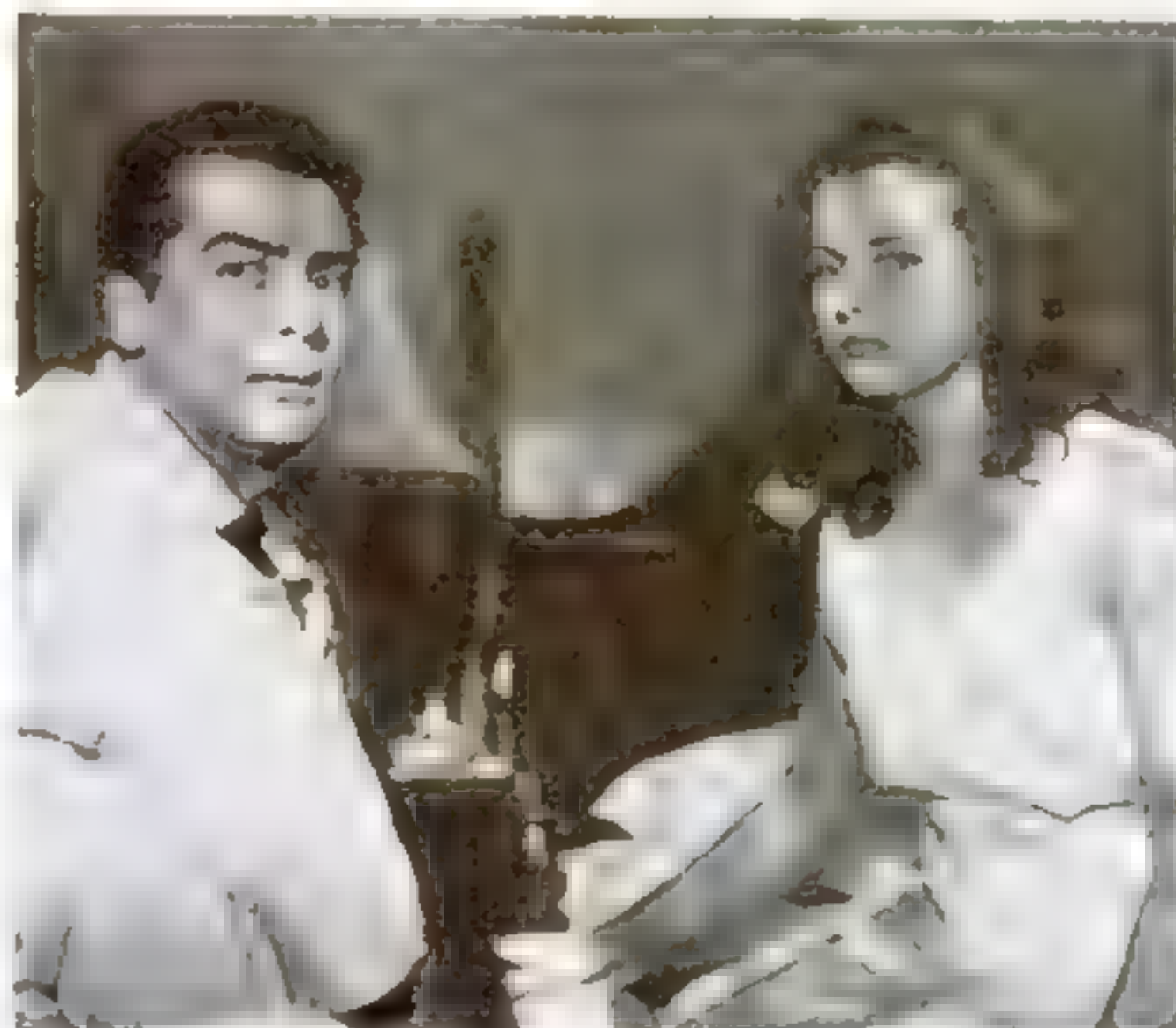
\*No filter can remove all nicotine and tars, nor does Viceroy make this claim.



**CONVENT** is where the hero, now an ally of district attorney (Brian Donlevy, right), goes to find his children. Convent used in the film was the Academy of the Holy Angels in Fort Lee, N.J. Its students were hired to serve as extras.





**RUN-DOWN APARTMENT** is where the villain, already caught in the police plot, goes to murder his suspected stool pigeon. Instead he finds the stoolie's innocent and crippled mother, vengefully hurls her downstairs to her death.




**BEDROOM**, in a house rented for \$200 from a family named Smith in Astoria, Queens, is where the hero and his new wife (Coleen Gray) fear the villain will murder them. The Smiths lived in another room while filming went on.

**WHAT KIND OF BEARD DO YOU HAVE?**

**TOUGH?** 

**WIRY?** 

**LIGHT?** 

**All come off clean...comfortably...  
with FITCH'S NO BRUSH**

The instant you apply Fitch's No Brush, the special "skin conditioner" ingredient goes to work. This prepares even the most sensitive face for a close, easy shave even in cold or hard water. Fitch's No Brush gets right next to your skin... holds whiskers UP until the razor mows 'em down! Leaves your face feeling soft, frosty-cool for hours. Whether your beard is TOUGH, WIRY or LIGHT, you'll enjoy solid comfort shaves once you have SWITCHED TO FITCH. BRUSH USERS—use Fitch's Brush Cream.

BE "SMILE HAPPY" after shaving by using Fitch's Skin Prep AFTER-SHAVE LOTION. Tingly, cooling and antiseptic. He-man scent.

**LARGE  
TUBE  
40c**



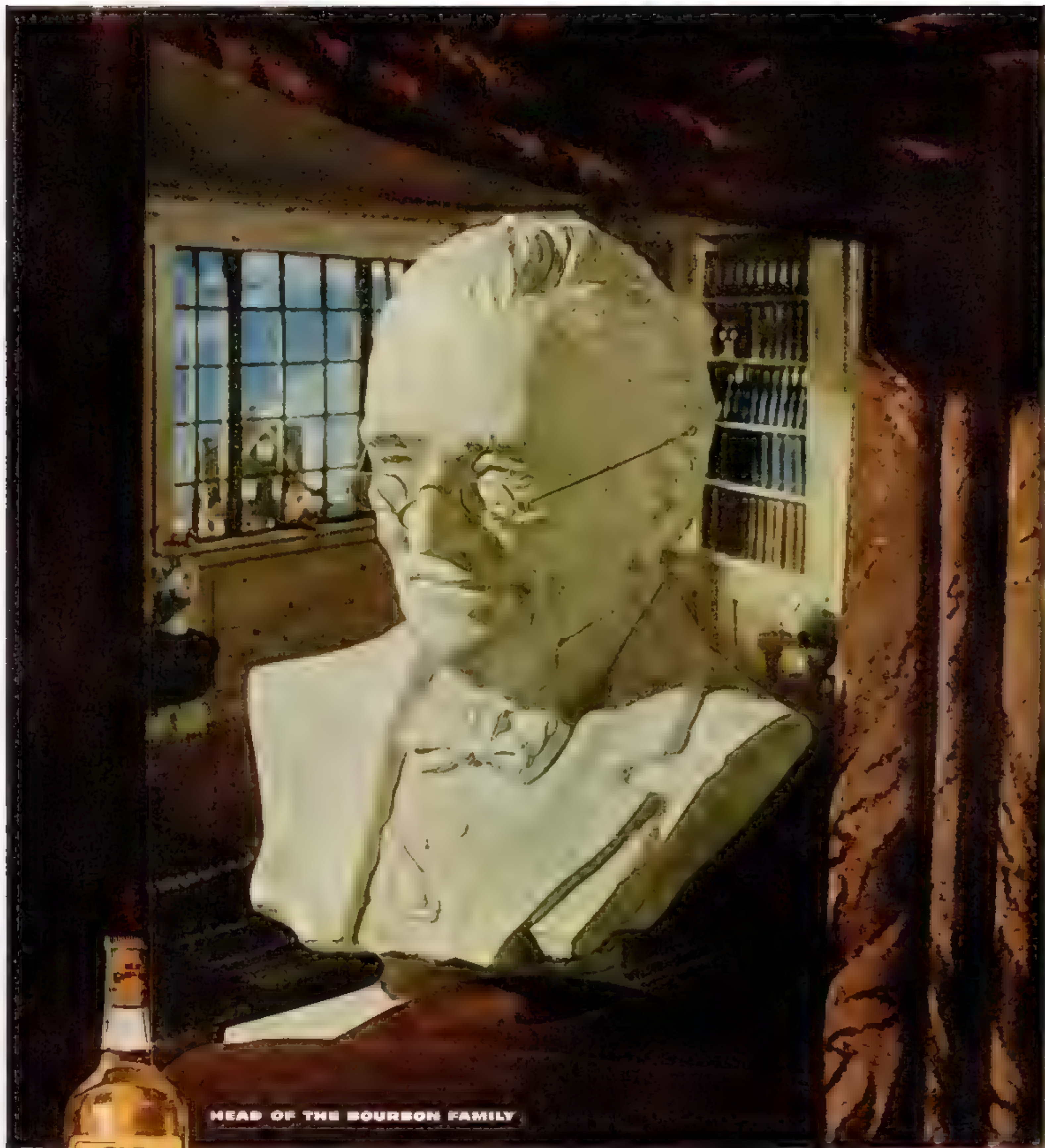
**Hey! Where's  
my 'Chap Stick'?**



Mother, how about your baby's lips? Her chapped lips can be a minor misery when they get cracked and sore. At the first sign of lip chap, use 'CHAP STICK'. Result: Soothing comfort, swift relief. For 'CHAP STICK' is especially medicated. Its work is sure and lasting. And don't forget that 'CHAP STICK' is the one and only antiseptic lip balm. Buy a personal 'CHAP STICK' for everyone in the house.







HEAD OF THE BOURBON FAMILY



*In the pleasant surroundings where men of taste seek companionships,  
the heartwarming mellowness of OLD GRAND-DAD meets a welcome  
especially reserved for the Head of the Bourbon Family.*

**OLD GRAND-DAD**

NEW YORK, N. Y.

100  
PROOF

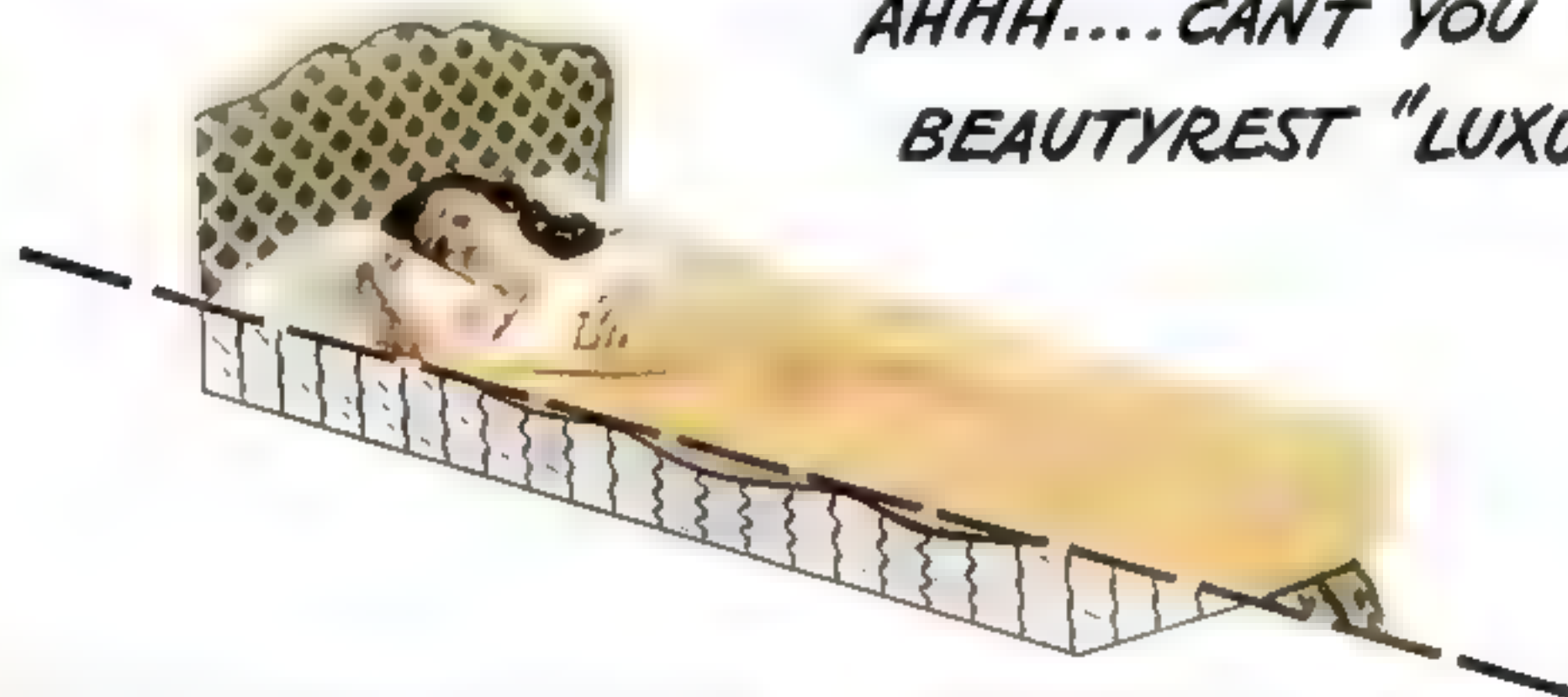




You can make your Beautyrest beds even more luxurious with beautiful new Simmons Beautyrest Bedspread.

**AHHH....CAN'T YOU JUST FEEL THAT  
BEAUTYREST "LUXURY COMFORT"!**

**{ YOURS ONLY IN  
BEAUTYREST }**



**1. How would you like to own a mattress that gives you something no other mattress can give you? You can! Only Beautyrest gives you the famous "luxury comfort" that relaxes every tired bone in your body... and lets you wake up feeling so fresh, so thoroughly rested!**

And just what makes this Beautyrest so much more comfortable than ordinary mattresses? Inside it are 897 individually pocketed coil springs. 897 of them--and each spring acts on its own, moulding itself to every curve of your body!...giving you more buoyant, more natural support!



**2. Compare!** Above, see how an ordinary inner-spring mattress can sag beneath you, make hollows that rob you of rest. But, below, see how Beautyrest--because it "gives" only in the right places--offers you firmer, more natural support as you sleep!



**3. Water-glass test reveals difference!** Left, see how wired-together springs in ordinary mattresses go down together under pressure. But, right, see how Beautyrest's individually pocketed coil springs act on their own. No sagging together!



**Prewar quality!** In "torture tests" made by U. S. Testing Co., Inc., Beautyrest lasted far longer than any other mattress tested. Guaranteed for ten years, priced at \$19.50†, Beautyrest costs you little more than 1¢ a night. What a value today!



**Shopping hint:** Get a new Beautyrest Box Spring when you get your new Beautyrest Mattress and enjoy the most comfortable sleeping combination in the world! Matching, hand-tied Beautyrest Box Spring only \$19.50†. See your dealer today!

**Only SIMMONS makes BEAUTYREST\***

\* REG. U. S. PATENT OFFICE  
© 1947 SIMMONS CO. MOSE HART CHICAGO, ILL.  
† PRICES SLIGHTLY HIGHER WEST OF ROCKIES

MAKERS OF THE WORLD'S ONLY ELECTRONIC BLANKET,  
FAMOUS DEEPSLEEP MATTRESS, ACE SPRING





WORKING ON ALTARPIECE OF CRACOW CHURCH, ART EXPERT TRIES TO MATCH COLORS WITH WHICH CARVED WOODEN FIGURES WERE PAINTED 450 YEARS AGO

## CRACOW'S CARVINGS

Polish art restorers put together city's medieval wooden sculptures

For five centuries, one of the most spectacular works of biblical art in Poland has been housed in the Church of Our Lady in Cracow, whose altar-piece of painted sculpture is one of the finest existing examples of medieval wooden carving. When the Germans came to Cracow in the early war days, they decided that the badly deteriorated altar-piece needed restoring. They took it apart but never finished the job of putting it back together again. They had to leave that for the Polish art

experts who are now busily restoring the carvings.

The huge sculptures were commissioned as an altar-piece in the second half of the 15th Century. They depict the Assumption of the Virgin, the life of the Virgin and of Christ and the Coronation of the Virgin. Because Poland had no famous sculptors the wealthy burghers of Cracow, who paid for the job, hired Veit Stoss, a famous wood carver of Nürnberg, to do the work. With assistants he worked on it for 12 years, completed it in 1489,



# CROMPTON *Sky Leader* CORDUROY

*the best boyswear  
corduroy made*



He wants corduroy. Give him the best. Only CROMPTON Sky Leader Corduroy is Sanforized and Zelan-treated for extra value at no extra cost to you.

## 1. WON'T SCUFF

The rich deep pile of CROMPTON Sky Leader Corduroy is firmly anchored in and simply won't scuff off, even with the hardest wear.



## 2. WON'T SHRINK

Sky Leader garments can be washed and washed. They're Sanforized not to shrink more than 1%. The right size stays right.



## 3. SHEDS WATER

They are Zelan-treated to shed rain and snow, resist stains—and will give this extra protection even after repeated washings or cleanings.



Look for this label in slacks, jackets, overalls, and other garments. Sizes 4-20. In better stores everywhere.



\*Reg. U. S. Pat. Off.  
CROMPTON-RICHMOND CO., Inc.  
1071 Avenue of the Americas, New York 18, N. Y.

## Cracow's Carvings CONTINUED



THE NATIVITY is shown here reassembled in a wing of the royal palace in Cracow, where the tedious job of restoring the church altarpiece is in progress.



APOSTLES' HEADS and other fragments from the Cracow altarpiece are carefully filed on shelves waiting to be reassembled like parts of jigsaw puzzle.

*For foot comfort, too!*

# QUEST

## All-purpose DEODORANT

The positive deodorant powder that destroys all body odors!



# BETTER HEARING!

YOU can have it with "Eveready" "Mini-Max" hearing-aid batteries—better hearing 1-o-n-g-e-r plus more full-volume operation. That's because they're full of energy-producing material—there's no dead space filled with inert tar or paper packing!

**WAR SECRET!** This rugged, efficient construction made possible the proximity fuse—No. 2 in war-time importance.

The most compact... the most economical, "Eveready" batteries are sold by hearing-aid dealers everywhere. Get them for better hearing!

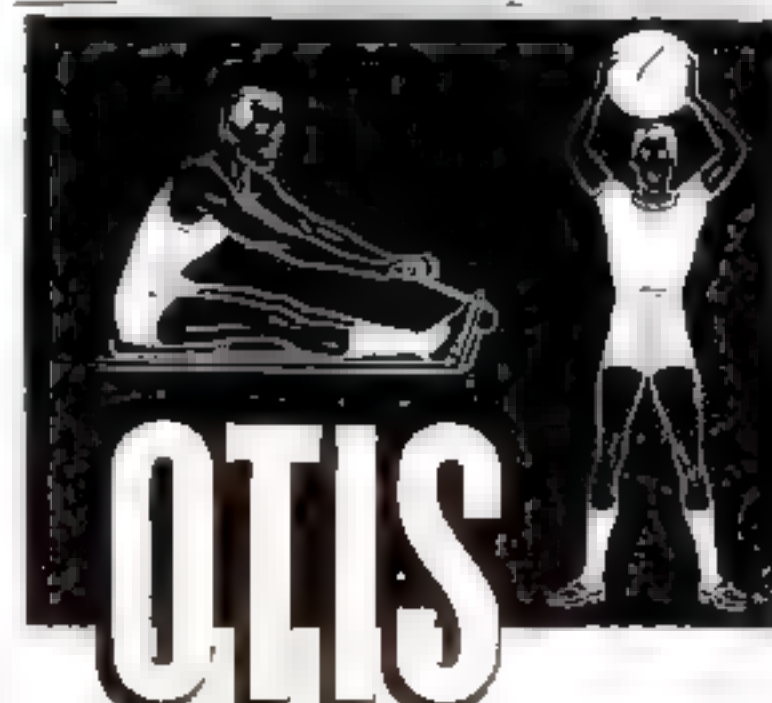
FREE TO YOU



HEARING-AID BATTERIES

"Progress Toward Better Hearing." Write Dept. L-33

NATIONAL CARBON COMPANY, INC.  
30 East 42nd Street, New York 17, N. Y.



UNDERWEAR AND HOSIERY  
for Men and Boys

For full value in comfort, wear and style ask for OTIS—for chilly days OTIS WINTERWEIGHTS are just right.



OTIS UNDERWEAR, 57 Worth St., New York

CONTINUED ON PAGE 152





AUTOMATIC  
TOASTER



VACUUM  
CLEANER



AUTOMATIC  
IRON



COFFEEMATIC



PRESSURE  
COOKER



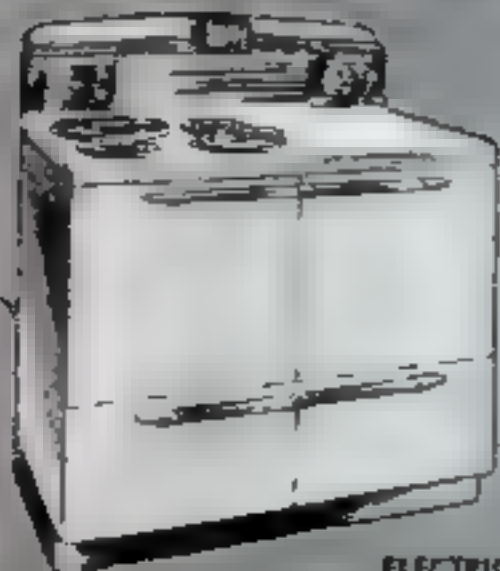
TANK TYPE  
CLEANER



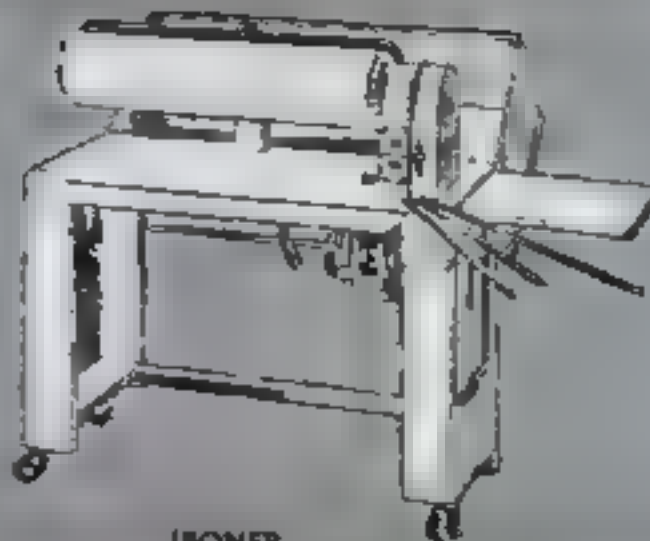
SANTAM  
RANGE



ELECTRIC  
BLANKET



ELECTRIC  
RANGE

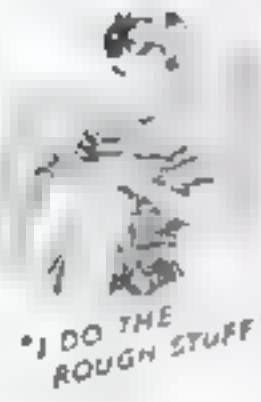


IRONER



ELECTRIC  
WATER HEATER

## *Now! Two Speeds in One Washer!*



**T**HIS sensational, new Universal Two-Speed Washer gives you "controlled-speed" washing... regular speed for the rough stuff like heavy garments and work clothes and a slow gentle action for the fluff stuff such as silks, rayons and woollens. Just choose the proper speed by turning the exclusive Speedselector.

And for the first time, here is a Washer equipped with the new Super-Safe Wringer with Control-O-Roll. It protects clothes and makes safety automatic.

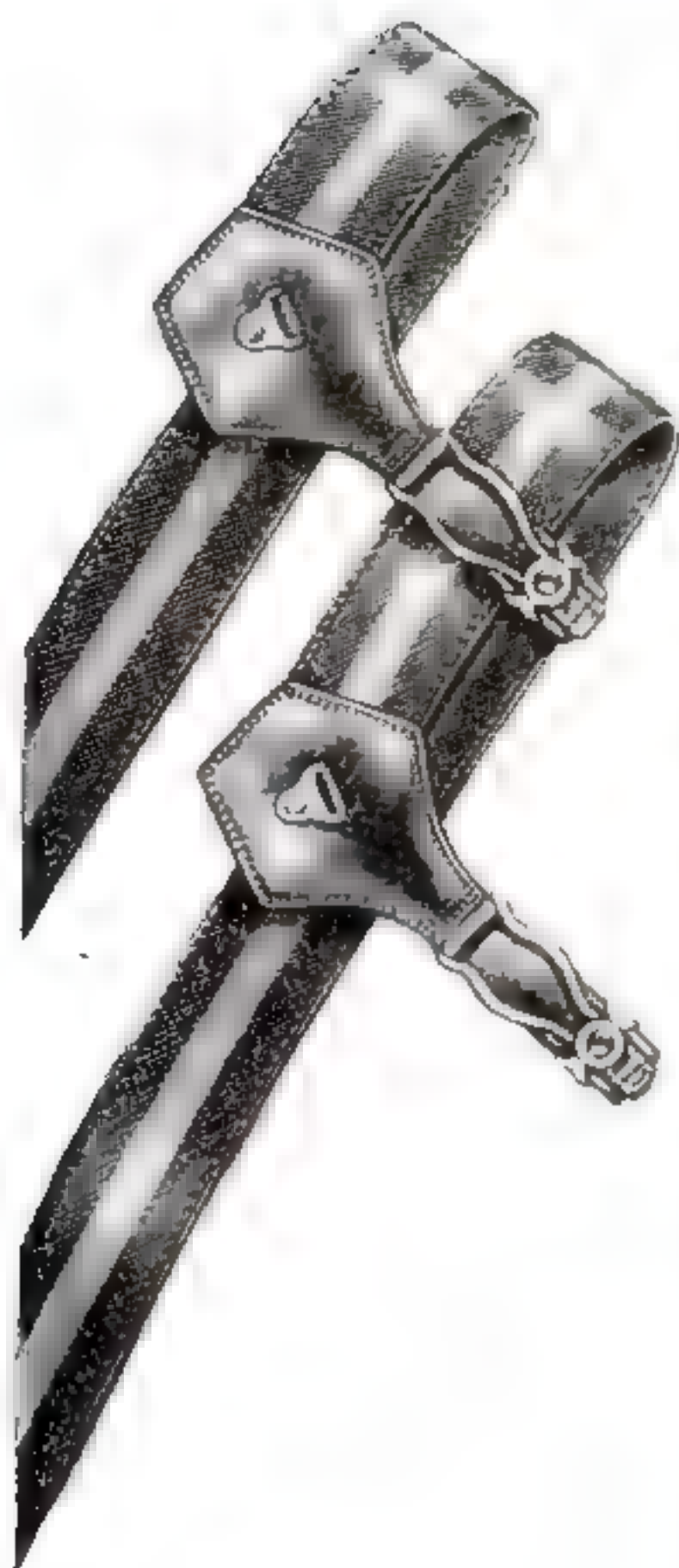
*Remember, only Universal gives you two speeds for every washing need. See the new Universal Two-Speed Washer today.*

# UNIVERSAL

LANDERS, PRARY & CLARK - NEW BRITAIN, CONN.

THE NEW UNIVERSAL 2-SPEED WASHER





**GET A PAIR  
AND A SPARE**



It's smart to have an extra pair of "Paris" garters—and economical, too. Change them daily, when you change your socks, and your garters will wear longer, stay fresher, and give greater comfort. So buy an extra pair of long, easy stretch "Paris" Garters today. See the new styles and patterns. They are modestly priced—55c to \$1.50—at fine stores everywhere.

\*Reg. U. S. Pat. Off.—A product of A. Stein & Company, Chicago

**PARIS GARTERS . . . No Metal Can Touch You  
PARIS BELTS • FREE-SWING SUSPENDERS**

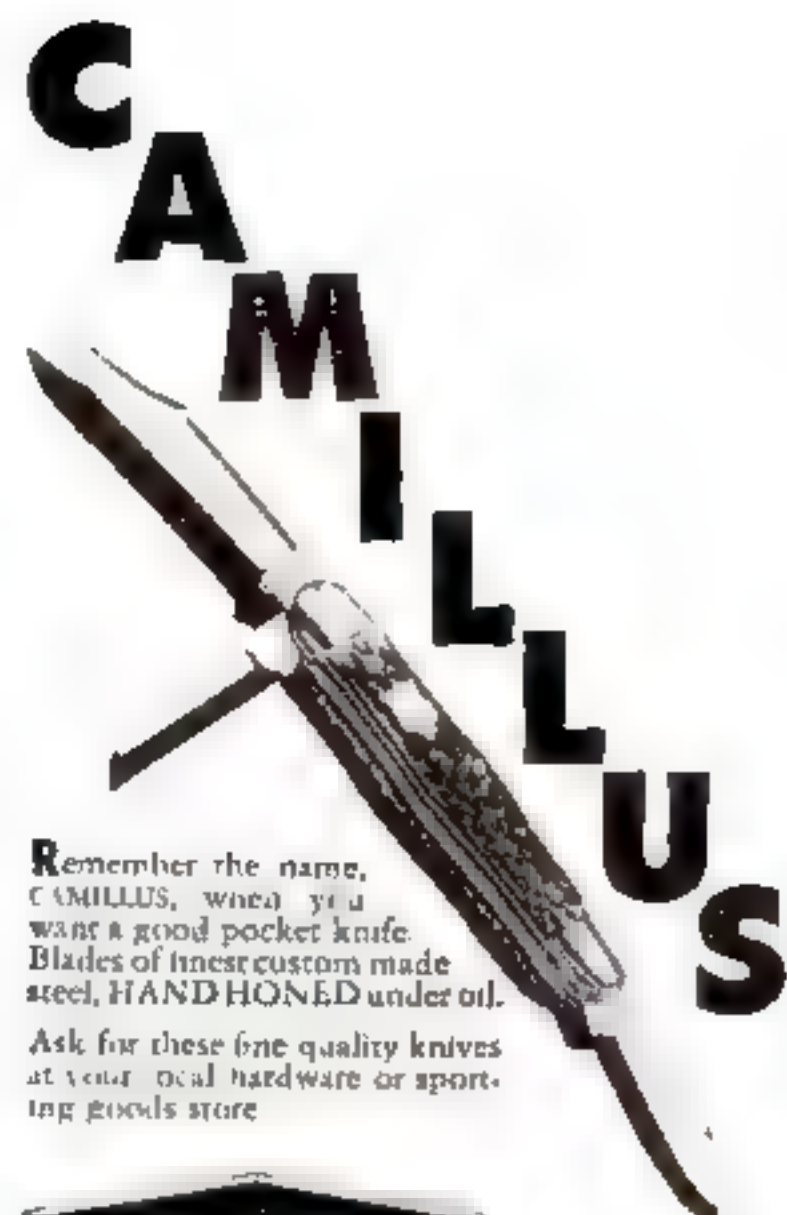
## Cracow's Carvings CONTINUED



**PARTLY RESTORED APOSTLE**, which stands more than 10 feet high, is repainted. Here painter delicately puts some last touches on folds of garment.



**BEARD IS RESTORED** on biblical figure whose cheek was badly damaged. The restorer in charge of the altarpiece reconstruction is himself a sculptor.



Remember the name, CAMILLUS, when you want a good pocket knife. Blades of finest custom made steel, HANDHONED under oil.

Ask for these fine quality knives at your local hardware or sporting goods store.

**CAMILLUS**  
*has the edge!*

No. 72  
3 1/4" closed

K&M-MILL-46

Mr. Alfred B. Kastor, Chairman of the Board of Camillus, suggests: "For smooth, easy-opening blades and longer service keep the joints of your knife well oiled."

**CAMILLUS CUTLERY COMPANY**, New York 17, N. Y.  
Established 1876 Factory at Camillus, N. Y.

**FOR BURNS**



*The thing to use is*  
**UNGUENTINE**

A Norwich Product

\*Reg. U. S. Pat. Off.

**Norwich**

**CANDY'S DANDY...**



**KEEP IT HANDY!**

MEMBER OF THE NATIONAL CONFECTIONERS' ASSOCIATION  
One North La Salle St., Chicago 2, Illinois





Illustration: Peter Arno  
© The New Yorker Magazine, Inc.

## PUZZLE: STATION SCENE, 1957. Find the man who is getting a steady income from U. S. Savings Bonds. He was smart enough to start buying, back in 1947.

Of all the ways of saving up a tidy sum of money, one of the *easiest* and *safest* ways is to invest your money in U. S. Bonds.

You can buy Bonds either through the Payroll Savings Plan at your place of business—or if the Payroll Plan is not available to you, but you *do* have a checking account, through the

Bond-a-Month Plan at your local bank.

Both ways repay you \$4 for every \$3 you save, by the time your Bonds mature. Choose the sum you can afford—from the chart on the right—and start saving today!

Ten years from now, you'll be mighty, mighty glad you did!

SAVE EACH WEEK	AND YOU WILL HAVE		
	In 1 Year	In 5 Years	In 10 Years
2.50	130.00	1,004.20	1,440.84
3.75	195.00	1,004.20	2,163.45
7.50	390.00	2,009.02	4,329.02
12.50	650.00	3,348.95	7,217.20
18.75	975.00	5,024.24	10,828.74

## Save the easy, automatic way ... with U.S. Savings Bonds

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.







**ON A CHILD'S SWING** near the picnic grounds Edward Rogers Castner, who ran a general store in Damaris-

cotta, Maine for 60 years, gives wife a fine ride. Both husband and wife are 80 and have been married for 60 years.



**BARBERSHOP HARMONY** IS PROVIDED BY AN OLDTIME

## *Life Goes to an Oldsters' Outing*

**Spry gaffers kick up their heels  
at their annual picnic in Maine**



**A HORSESHOE-PITCHING TOURNAMENT** produced plenty of ringers by such practiced tossers as Alex-





QUARTET WHOSE TOTAL AGE ADDS UP TO 317 YEARS

The superannuated antics of the happy ancients on these pages give ready evidence that old age is no barrier to having a good time. Every year these venerable but spry New Englanders, members of the Maine Three-Quarter Century Club, have a picnic where they sing and chat, pitch horseshoes, knit, dance, play checkers and argue. This year's outing, held last month in Portland, was attended by some 600, who ate box lunches, listened to speeches by congressmen and the governor plugging Maine's air as being responsible for their longevity. (Of Maine's 847,226 population 26,063 are over 75, the third highest rating in the nation.) The speeches over, the old folks settled down to determining the knitting, juggling and horseshoe champions. It's nightfall, after hotly disputed contests, some oldsters like Alexander Skillin (*above, right*), who would "rather dance than eat," still had plenty of vinegar left.



ander Skillin (*foreground*) After an afternoon of spirited argument (p. 156) Joseph Wright 78, was declared champ.



ENERGETIC JIG PERFORMED BY ALEXANDER SKILLIN, 78, AND MRS. OCTAVE PELLETIER, 83, DELIGHTS THE CROWD



KNITTING CONTEST drew a row of doughty needle wielders whose respective ages are (*from left*) 79, 80, 83,

86, 85 and 79. The first to finish her ball of yarn was Mrs. Jennie L. Douglas of Lashon Falls (*third from right*).



The New Way to be "DRESSED UP" Rain or Shine



## The Double-Duty Rain Topcoat

- Styled first for smartness
- Carefully tailored of finest fabrics
- Showerproofed by a miracle process

Men now go in and out of the rain—smartly attired—unwrinkled—in the most useful coat in a man's wardrobe—the Rain Topcoat by Rainfair.

Rain topcoats are like two coats in one. Made from the finest quality showerproofed fabrics with tailoring usually found only in expensive topcoats.

Style features include smooth fitting raglan shoulders, fly front, collar shaped to neckline, deep yoke and sleeve lining of lustrous rayon, and open-thru pockets which permit easy access to your inner clothing.

Thousands are turning to these double-duty rain topcoats. See them at your nearest Rainfair dealer.

**REGENT** (as illustrated)—Rainfair's most luxurious Rain Topcoat, of Pacific Mills renowned virgin wool worsted Gabardine. Available with raglan or set-in sleeves. Colors: taupe and tan—\$33.00.

**TACKLETWILL**—of lustrous rich twill, the rugged fabric used in football pants. Colors: tan or eggshell—\$18.50.

NEW FREE BOOKLET illustrates popular Rainfair styles. Write for it . . . and for the name of your nearest dealer . . . today!

# RAINFAIR

Racine, Wisconsin

Makers of Smartair Sportswear

Also manufacturers of Rainfair Vulcanized Work-Wear



**V-SEALD**—A 100% waterproof Rainfair—\$8.75. Made from a light service weight war-developed fabric which contains no rubber or oil. Guaranteed not to stick, stiffen or crack. Resists oil, grease, acids, stains. Cleans with a damp cloth. Can be rolled or folded. Stays soft and flexible indefinitely.

## Oldsters' Outing CONTINUED



**A HORSESHOE DISPUTE** between Alexander Skillin (left) and his opponent, H. E. Hinds, 83, finally had to be arbitrated by a Portland police officer.



**WHISTLING-CONTEST WINNER** was Mrs. S. D. Benner, 80 (above), of Portland, who expertly outtrilled her only competitor, Mrs. Edith Wasson, 83.



**CHECKERS MATCHES** were grim, silent affairs which lasted all day long. Some players, like bearded Ralph Mayo, 88, hardly took time out for lunch.

CONTINUED ON PAGE 159



# WINTHROP SHOES for Men on the Go!

No matter what your destination...  
private office or Fraternity Row,  
business or pleasure...there's a  
wear-worthy Winthrop to see you  
through in lasting style and easy-  
going comfort.

★ LOWER LEFT—Winthrop's ever popular Slack  
in Macaw Brown. Heavy Crepe sole. Raw-  
hide lace.

★ UPPER RIGHT—Wing tip Oxford in Meadow  
Brown. Winthrop's exclusive Action-Free  
construction.

★ LOWER RIGHT—Winthrop's famous Klomp  
in Macaw Brown. Extra heavy rolled-edge  
sole. Rocker bottom last.

For Free Style Booklet—Write Dept. P



## WINTHROP SHOES

WINTHROP SHOES for Men WINTHROP JRS. for Boys  
\$7.95 to \$13.95 \$5.95 to \$7.95  
(Some Higher) (Sizes 7 to 9)

In-'n-Outlet Leisure Shoes \$8.95

Winthrop Shoe Co. • Div: International Shoe Company • St. Louis



Enjoy extra  
shaving speed and  
convenience with a  
**Gillette**  
*One-Piece Razor*

**T**O whisk off tough beard with perfect ease — save time and bother — get a Gillette Aristocrat or Gillette Milord *one-piece razor*. These are the finest and most convenient shaving instruments money can buy. There's nothing to take apart or put together. You change blades in a flash. Twist . . . the razor opens. Twist again . . . your blade's locked in shaving position. For cleaning both razor and blade just loosen the holder, rinse and shake. Every man wants a fine razor. Ask to see the superb Gillette Aristocrat and Gillette Milord *one-piece razors*.

Gillette Safety Razor Company  
Boston 6, Mass.

**look *SHARP!* feel *SHARP!* be *SHARP!***

**use Gillette Blue Blades** WITH THE SHARPEST  
EDGES EVER HONED

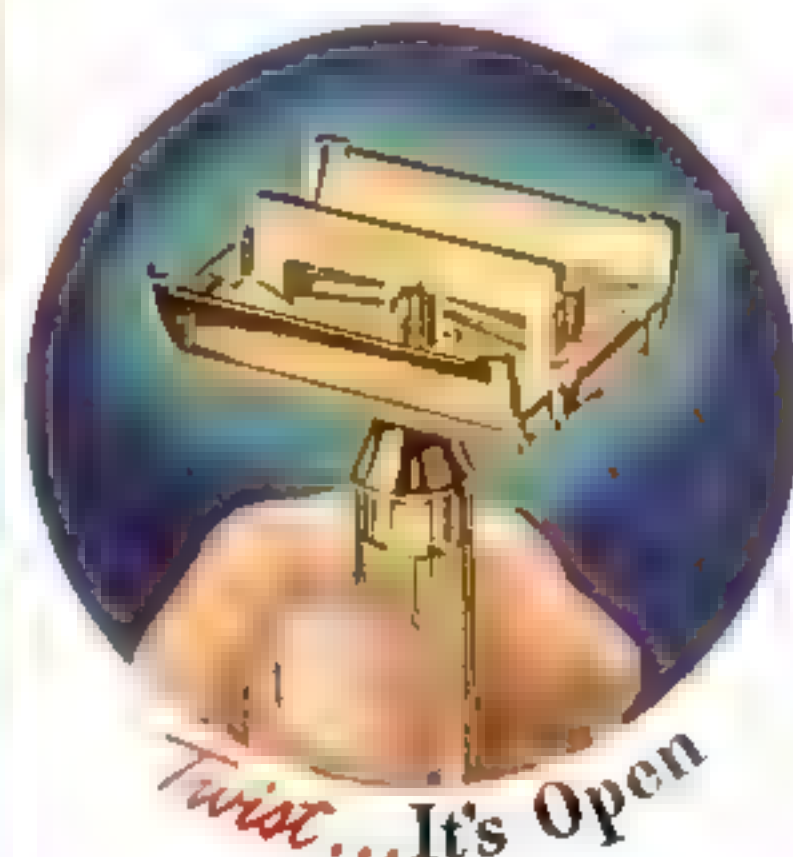


**Gillette**  
*Aristocrat*  
One-Piece Razor

gold-plated with Texol-  
covered metal case and  
ten Gillette Blue \$3.79  
Blades . . .

**Gillette**  
*Milord*  
One-Piece Razor

gold-plated with hand-  
some case and five  
Gillette Blue \$2.50  
Blades . . .







**STRONG-VOICED SOPRANO** Mrs. L. M. White, 75, stars in the singing. She taught school for 23 years and has been selling insurance for 31 more.



**DILIGENT KNITTER** is Abigail Wilson, 92, who was elected president succeeding the late William Brewster, father of Maine Senator Owen Brewster.

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**P.A.\*** means **Pipe Appeal**

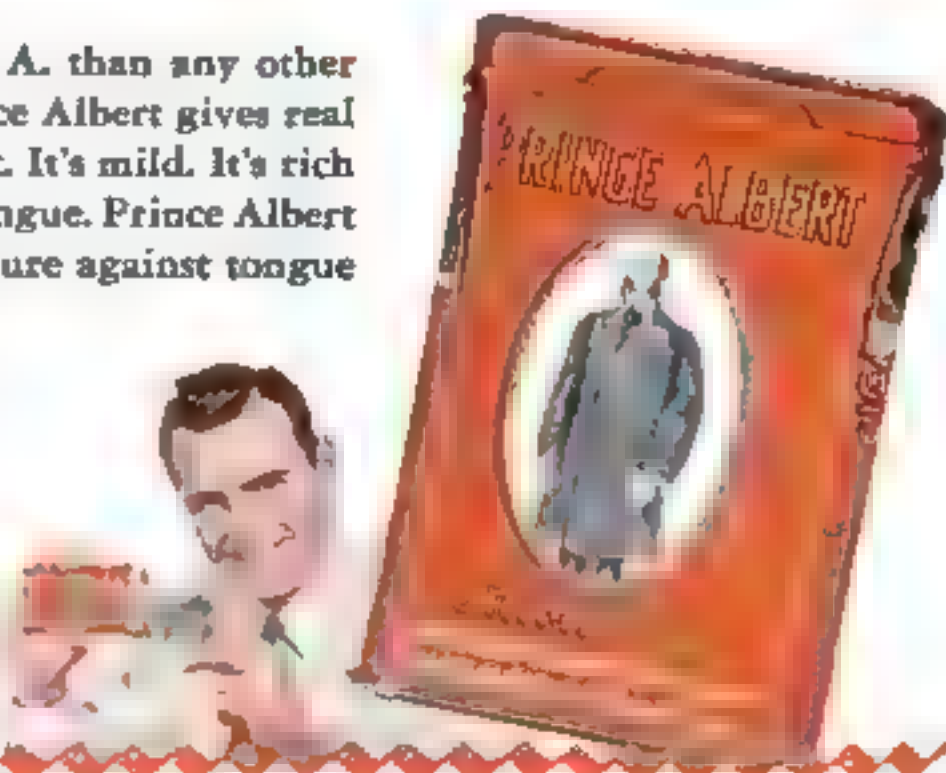
A pipe *does* something for a man—adds a masculine touch that appeals to women. And a pipe filled with Prince Albert has real appeal to any pipe smoker!

means **Prince Albert**

● More pipes smoke P.A. than any other tobacco ... because Prince Albert gives real smoking joy and comfort. It's mild. It's rich tasting. It's easy on the tongue. Prince Albert is specially treated to insure against tongue bite! Try P.A. today!

**CIGARETTES ROLL UP  
FAST AND NEAT—WHEN  
YOU USE CRIMP CUT P.A.**

R. J. Reynolds Tobacco Company  
Winston-Salem, North Carolina



**The National Joy Smoke**



Yes...he's used to the best!



Guns from Abercrombie & Fitch Co.

He pays \$1000 for his Purdey shotgun...  
...yet only 5¢ for the best sparkling water!

**EVERVESS** Yes, Yes!

Makes drinks taste better—costs less!



YES... It's bonded for quality by a famous surety company.

YES... it gives you a dime-size bottle for a nickel!

Product of Pepsi-Cola Company

**ACTORS' FACES**  
are extra sensitive



—that's why Larry Brooks  
shaves with soothing **WILLIAMS**

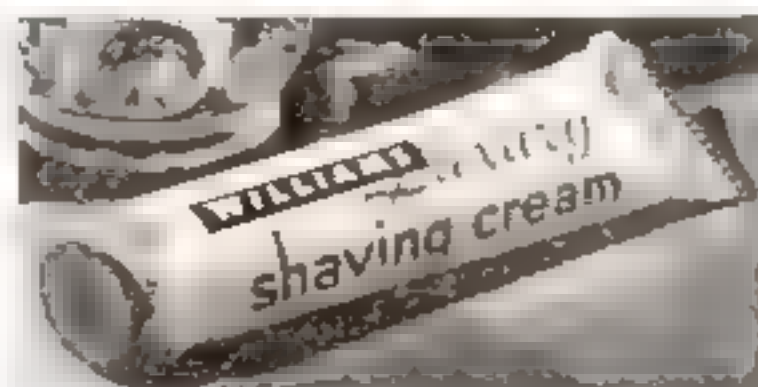
"**R**UBBING off stage make-up can make anyone's face raw and touchy," says Larry Brooks, featured in the hit musical "Song of Norway." "That made shaving a problem—until I started using Williams. It's really gentle to my face."

Quick, close shaves

To be easy on a tender skin, a shaving cream must contain only mild ingredients, blended carefully. That's how Williams is made... with a skill that comes from over 100 years' experience.

Williams super-soaking lather softens wiry whiskers completely. It helps your razor shave quickly, closely—leaves your face feeling great.

Get a tube of Williams today. If you prefer a brushless shave, try the new Williams Brushless Cream.



Your choice of lather or brushless—Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.



LONGEST-MARRIED COUPLE attending the picnic was Mr. (89) and Mrs. (88) George N. Mansel of Portland, who have been married for 69 years.



GATE-CRASHER Joe Morse, 4 years old, munches on some jelly beans as he listens enchantedly to the nimble flute-playing of James Macy, who is 78.



# in league with leisure



*For three quarters of a century, Kentucky Tavern has been a world champion whiskey thanks to its distinctive flavor. The mellow "Tavern" taste is unmistakable . . . as different as night is from day. Try Kentucky Tavern and see for yourself*

## KENTUCKY TAVERN

COPYRIGHT 1947 S. O. CO.

THE ARISTOCRAT OF BONDS





Painted by Dean Fauselt

## Breeding place for sneezes...wheezes...

"Every year 6,000,000 of us sneeze with hay fever; 3,500,000 gasp and wheeze with asthma; 4,000,000 of us itch with hives or eczema. The beautiful landscapes we all enjoy may harbor wind-borne pollen of weeds, grasses, or trees which touch off such hair-trigger reactions. Other common substances may be the offenders, such as feathers, dust, or foods like milk and chocolate.

"To find relief, you must enlist help in tracking them down. Sometimes this medical sleuthing is tedious and takes time. Once located, however, treatment may be specific, relatively simple. The trouble-maker is eliminated as far as possible from your diet or surroundings. Injections, to desensitize you, are often advisable. For immediate relief, you will probably be given helpful drugs. These baffling ills aren't nearly as great a mystery as they were ten or even five years ago. Thanks to

research, we know more now about their mechanism and how to control it. So cheer up! Your sensitivity or 'allergy' need not take the joy out of life."

*Your doctor*

### When sneezing, wheezing, or itching persists...

1. *Go to your doctor*—He'll find out whether you really have a sensitivity. If you have, he will use skin tests and special diets to help locate the trouble. He may suggest a course of injections to relieve you.
2. *Talk to him freely* about your surroundings at work, at home, and when you go out. The doctor has to be a successful sleuth to help you; so give him plenty of clues.
3. *Follow all his instructions*—Continue as long as he advises. You may be helped in a month or six weeks, or need treatment all year. Eat *only* what your doctor thinks is safe. Take extra vitamins if he recommends them.
4. *Ask your doctor* about any new drugs which promise relief. He will be the first to use those that *really* help. He is the only one who knows how to use them safely for you.



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F I N E P H A R M A C E U T I C A L S S I N C E 1 8 8 6

"YOUR DOCTOR SPEAKS" This is twenty-fifth in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge





SWADDLED IN TOWEL AFTER DIP, CAT LOOKS BLASE ABOUT HIS TALENT

## AMPHIBIOUS FELINE

A talented tomcat takes to the salt water for fish, exercise and relief from boredom

The placid-looking cat above, a year-old independent male named Skeeter, has just performed a feat which almost everybody knows is improbable. He has been swimming—voluntarily. Owned by a proud but slightly nonplused Bellmore, N.Y. housewife named Jean Todrick, Skeeter began six months ago to take regular plunges in a salty canal near his house. Alarmed at first, Mrs. Todrick (whose dog is afraid of the water) tried to rescue her pet with a rowboat but was roundly snubbed for her pains. A sensible cat, Skeeter takes to his uncatlike pleasures only when lured by fish, when bored with a boat ride or when he is being chased by hostile dogs. To see how he does it, turn the page.



CLAMBERING ABOARD a rowboat after a brief plunge which he took to relieve the monotony of the ride, Skeeter is welcomed by Owner Todrick.

CONTINUED ON NEXT PAGE



*In our 48th year, we saw the first automobiles come into use.*

## KAYWOODIE REMEMBERS WHEN—

The man who smokes a Kaywoodie pipe has a good companion. Long years of service are built into each pipe by the Kaywoodie organization. Kaywoodie Briar, selected from the Mediterranean region by men of life-long experience, is extremely durable, beautifully grained, carbonizes well, does not char under normal conditions, and is seasoned for years of sweet-smoking quality. Each Kaywoodie pipe is precision-fitted with the famous "drinkless" fitment which stops moisture, cools the smoke, and improves the flavor. Enjoy the pleasure of smoking a Kaywoodie Pipe. \$3.50 to \$25.00. Kaywoodie Company, New York and London. Folder on request. 630 Fifth Avenue, New York 20.



Super-Grain Kaywoodie \$5  
Squat Bulldog  
Shape No. 98B

Super-Grain Kaywoodie \$5  
Dublin Shape No. 13  
All Kaywoodie Pipes are available  
in a variety of shapes.



How to tell the genuine Kaywoodie:



look for the Cloverleaf and name Kaywoodie on the stem of the pipe you buy.

© 1947



## B.V.D. sport shirts go to work



Here's perfection in sport shirt engineering! This "B.V.D." "Ruggers" Shirt lines up comfort, style, action-freedom—makes you a perfect picture of casual smartness. B.V.D. action-tailoring keeps you feeling right, looking right, wherever you go, whatever you do. It's an all-round shirt with an all-round, double-purpose collar that fits correctly, looks smart with or without a tie. Draft this sport shirt favorite for your wardrobe today.

**B.V.D.**  
BRAND

"Next to myself I like 'B.V.D.' best!"

THE "B.V.D." AND "RUGGERS" TRADE-MARKS ARE REG. U. S. PAT. OFF.

## Amphibious Feline CONTINUED



**STREAKING SHOREWARD** like a small, striped torpedo, Skeeter makes rapid progress to dry land. He makes about two knots, uses the dog paddle.



*Choice of a lifetime...*



Enjoy the milder, lighter flavor of the finest whiskey ever to bear the grand old name *Golden Wedding*. With men who know their whiskey, it is truly the "choice of a lifetime."

**Golden Wedding**

*Has  
had no  
peers for  
fifty  
years*

BLENDED WHISKEY. 86 PROOF. 70% GRAIN NEUTRAL SPIRITS JOSEPH S. FINCH & COMPANY, SCHENLEY, PA.





Copyright, The American Tobacco Company

"J. M. Ball, Tobacco Auctioneer," painted by David Stone Martin

## **FINE TOBACCO** *is what counts in a cigarette*

"Season after season, I've seen the makers of Lucky Strike buy fine tobacco—ripe, mellow leaf."

—J. M. Ball, 31 years an independent tobacco auctioneer.

"Again and again, I've seen the makers of Lucky Strike buy fine tobacco—smooth, ripe and mild."

—H. T. Highsmith, 15 years an independent tobacco buyer.

"At auction after auction, I've seen the makers of Lucky Strike buy mild, ripe tobacco—fine tobacco."

—H. L. Snell, 32 years an independent tobacco warehouseman.

*and* **Lucky Strike**  
*means* **FINE TOBACCO!**



*So Round, So Firm, So Fully Packed—So Free and Easy on the Draw*